

Critical Market Studies – Markets in the Making as Relations, Ideologies and Practices

This Master's level course focuses on how markets emerge from various perspectives. By focusing on both consumption and productive forces as interrelated tendencies having to do with market formation in an increasingly technologically-driven society, markets are seen as inherently unstable and under constant pressures of renewal. The course involves a large-scale group work on an ongoing city planning initiative. After the partaking in the course, the student will have an in-depth understanding of how markets are constructed as present-day ideologies and are contextually maintained as distinct consumption practices.

1) 12.3. (14:15-15:45, Kielikeskus, 406)

Introduction to the course and Markets as practices – A Critical Perspective (Joel Hietanen and Mika Pantzar)

Heiskanen E and Pantzar M (1997) Toward sustainable consumption: Two new perspectives. *Journal of Consumer Policy* 20(4): 409-442.

Pantzar M (1997) Domestication of everyday life technology: Dynamic views on the social histories of artifacts. *Design Issues* 13(3): 52-65.

Pantzar, M., & Repo, P. (2010). Technology, Diffusion and Consumption: Inventing the Next Generation Consumer. *Consumer Behaviour–A Nordic Perspective*. Lund: Studentlitteratur, 479-494.

2) 19.3. (14:15-15:45, Kielikeskus, 406)

Critical Perspectives in Marketing and Consumer Research (Joel Hietanen)

Hietanen J, Andéhn M and Bradshaw A (2018) Against the implicit politics of service-dominant logic. *Marketing Theory* 18(1): 101-119.

Gabriel Y (2015) Identity, choice and consumer freedom—the new opiates? A psychoanalytic interrogation. *Marketing Theory* 15(1): 25-30.

Bradshaw A and Zwick D (2016) The field of business sustainability and the death drive: A radical intervention. *Journal of Business Ethics* 136(2): 267-279.

3) 26.3. (14:15-15:45, Kielikeskus, 406)

The Idea of a 'Social City' (Mika Pantzar)

Pantzar M. (2015) 'What are we to do with our new affluence?' Anticipating, framing and managing the putative plenty of post-war Finland, In: Barbara Czarniawska, Orvar Löfgren (eds.): *Coping with excess: how organizations, communities and individuals manage overflows*. Cheltenham, UK: Edward Elgar 2013: 11-33.

Pantzar M (2010) Future Shock – Discussing the changing temporal architecture of daily life. *Journal of Futures Studies* 14(4): 1-21.

Pantzar, M., Shove E. (2010). Time in practice: Discussing rhythms of practice complexes. *Ethnologia Europaea. Journal of European Ethnology* 40(1): 19-29.

4) 2.4. (14:15-15:45, Kielikeskus, 406)
Introduction to the case and group work (Olli Hakanen and Nina Kahma)

TBA

5) 16.4. (14:15-15:45, Kielikeskus, 406)
Ways of living together today and the question of ethics (Joel Hietanen)

Hietanen J and Sihvonen A (2020) Catering to otherness: Levinasian consumer ethics at Restaurant Day. *Journal of Business Ethics*, (in press).

Herzog A (2015) Levinas on the social: Guilt and the city. *Theory, Culture & Society* 32(4): 27-43.

6) 23.4. (14:15-15:45, Kielikeskus, 406)
Consumer Agency and the Possibilities of Resistance (Alice Wickström)

Cluley R and Dunne S (2012) From commodity fetishism to commodity narcissism. *Marketing Theory* 12(3): 251-265.

Lambert A (2018) Psychotic, acritical and precarious? A Lacanian exploration of the neoliberal consumer subject. *Marketing Theory* 19(3): 329-346.

Böhm S and Batta A (2010) Just doing it: Enjoying commodity fetishism with Lacan. *Organization* 17(3): 345-361.

7) 30.4. (14:15-15:45, Kielikeskus, 406)
Commercial places, urban planning and marketization (Joel Hietanen)

Andéhn M, Hietanen J and Lucarelli A (2019) Performing place promotion – On implaced identity in marketized geographies. *Marketing Theory*, (in press).

Elwood S (2002) Neighborhood revitalization through collaboration: Assessing the implications of neoliberal urban policy at the grassroots. *GeoJournal* 58(2-3): 121-130.

Brenner N and Theodore N (2002) Cities and the geographies of “actually existing neoliberalism”. *Antipode* 34(3): 349-379.

8) Group Presentations (TBA)