Program: CET Shanghai
Course Code / Title: (SH/ECON 335) The Chinese Consumer: Remaking the World Economy
Recommended Credits: 3
Total Hours: 45
Primary Discipline / Suggested Cross Listings: Economics / International Relations, East Asian Studies, Anthropology, Marketing, Sociology
Language of Instruction: English
Prerequisites/Requirements: Prior Economics coursework recommended but not required

Description
The increasing economic power of 1.4 billion Chinese consumers, combined with that of 1.2 billion Indians and the third of the world living in middle-income countries, is remaking the patterns of world consumption and national economies. This multidisciplinary course examines the role of the consumer and consumption in the context of the rise of new economies, with close attention to China and other emerging countries. It analyzes diverse aspects of how Chinese consumption is impacting the global economy and will continue to in the coming decades. Class materials reflect multiple perspectives including cultural studies, ethnography, and marketing psychology. Themes shaping the course include the role of nationalism, little emperors, how ethics shape consumption, regional integration, copycat China, and the influence of consumer tribes.

Objectives
At the end of this course students will be able to:
- evaluate the emergence of new consumer societies in China and other developing countries and their effect on the world economy;
- analyze Chinese consumer culture and behavior from historical, economic, and socio-cultural perspectives;
- understand the role of Chinese consumers in the nation’s economic growth; and
- demonstrate critical thinking, analysis, and research skills concerning consumer culture and behavior.

Course Requirements
Students must attend weekly course meetings and complete assigned readings before attending class. Readings average 50-80 pages per week. Students are expected to participate actively in all class discussions. The class will have at least one field study or site visit class related to consumption in the Shanghai context.

Students are required to take two quizzes that cover in-class content and the readings; these quizzes are scheduled at the start of weeks 4 and 12 respectively. In week 8, students take a 1.5-hour midterm exam. The exam may include multiple choice and essay questions, a case analysis, and field-research related questions.

Students also complete a final group project that is based on field research and includes a class presentation and accompanying research paper. The assignment gives students first-hand insight
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into the world's largest consumer community with an emphasis on comparative academic rigor. Group size is two to three students. The presentations are twenty minutes in length and group papers are approximately 3,000 words in length. Presentations are graded on quality of the research, presentation skills, and soundness of analysis. Papers are similarly graded, further requirements being proper referencing and the choice of scholarly sources.

Grading
The final grade is determined as follows:

In-class discussion: 20%
Quizzes: 20% (2 at 10% each)
Field research paper: 15%
Field research presentation: 15%
Midterm exam: 30%

Readings

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Outline of Course Content

Topic 1: Introduction: The Re-enchantment of Consumption in China

Topic 2: Consumer Culture Theories: Opportunities and Challenges in Chinese Consumer Research

Topic 3: Emergence of New Consumer Societies

Topic 4: Revival of Chinese Traditions through Consumption

Topic 5: Reform, Western Products, and Chinese Nationalism

Topic 6: Copycat China: Roots, Mechanisms, and Recommendations

Topic 7: Little Emperors and Their Realms

Topic 8: The Chinese Concept of Green and Ethical Consumption

Topic 9: Consumer Tribes and the Chinese Government

Topic 10: Chinese Consumers and the Future of Globalization