

ACADEMIC YEAR 2020-2021

MARK-E0046 - DIGITALISATION OF MARKETS AND CONSUMPTION

Credits: 6 ECTS credits

Schedule: 02.03.2021 - 08.04.2021

Instructors



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Language of instruction and studies

Teaching language: English

Languages of study attainment: English

LEARNING OUTCOMES

After the course, students:

- will be able to identify and evaluate potential marketing and consumption consequences of digitalisation
- will demonstrate the ability to evaluate, integrate, and apply appropriate information from various sources to create cohesive, persuasive arguments, and to propose insights into the future of markets and consumption.

CONTENT, ASSESSMENT AND WORKLOAD

CONTENT

Students will learn to identify and critically evaluate potential marketing and consumption consequences of digitalisation. Specifically, the course focuses on understanding different digitalization trends (e.g., artificial intelligence, robotics, and virtual reality) in different industry-contexts (e.g., healthcare and retail).

Keywords: Digitalisation trends, Consumption in the digital era, Information/consumer society

ASSIGNMENTS

This course consists of four assignments. Specific instructions for the assignments can be found in the appendices.

You are asked to prepare assignments 1 and 3 in a science blog format instead of writing traditional reports. You also have the option of making a vlog, where you return these assignments as videos. The

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Specific instructions for the assignments can be found in the appendices!

same instructions and evaluation criteria apply to both formats. Further instructions for the assignment format will be provided in the introduction lecture.

Start by selecting your topic by choosing one digitalization trend and one industry from the table below. Note that you will be working with the same topic throughout the assignments. In case you have some other trend and/or industry in mind that you are interested in and would like to work on, please email the course instructor and provide a clear justification for your choice.

<i>Digitalization trends</i>	<i>Industries</i>
Artificial Intelligence Machine Learning Robotics Augmented Reality Virtual Reality Internet of Things Big Data Blockchain	Healthcare Media Travel Retail

SCHEDULE

<i>Week</i>	<i>Content</i>	<i>Instructions</i>	<i>Readings</i>	<i>Dates / deadlines</i>
Week 1	Introduction lecture	Topic selection	Syllabus	2.3.2021
Weeks 1-2	Assignment 1a: How do digitalization trends affect markets?	A written report (2-3 pages) OR a video (5 min). See Appendix 1 for further instructions and grading matrix.	Hagberg & Kjellberg (2020)	DL 14.3.2021
Week 3	Assignment 1b: How do digitalization trends affect consumption?	A written report (2-3 pages) OR a video (5 min). See Appendix 1 for further instructions and grading matrix.	Lehdonvirta (2012)	DL 21.3.2021
Weeks 3-5	Assignment 2: Online discussion in Perusall	Reading and commenting others' posts in Perusall. See Appendix 2 for further instructions.	-	DL 1.4.2021
Week 6	Assignment 3: Synthesis	A written report (3-4 pages) OR a video (7 min). See Appendix 3 for further instructions and grading matrix.	Trittin-Ulbrich et al. (2021)	DL 11.4.2021

ASSESSMENT METHODS AND CRITERIA

The course grade is based on course assignments (100%). Breakdown and evaluation of the final grade:

40% *Assignment 1a) and 1b)*
 Quality of argumentation, quality of the source material applied, structure and visualization

30% *Assignment 2)*
Quality of argumentation, ability to participate and contribute to the ongoing discussion, discussion activity.

30% *Assignment 3)*
Quality of argumentation, and critical assessment, quality of synthesis, quality of the applied source material, structure and visualization.

The course is evaluated on the grading scale (0-5). Passing the course requires completing assignments and obtaining at least 50% of the maximum score. Specific information on the evaluation of the assignments can be found in the appendices.

Description	Points	Grade
Work of high to exceptionally high quality showing excellent knowledge of subject matter, well formulated arguments based on strong evidence, high level of originality and critical thinking. Excellent communication skills. Fully realizes learning outcomes and develops them beyond normal expectations.	90-100	5
Work showing good grasp of subject matter. Clearly developed arguments. Evidence of critical thinking and good communication skills. Surpasses the intended learning outcomes.	80-89	4
Work showing an adequate understanding of subject matter. Argumentation and critical thinking present, but limited. Adequate communication skills. Clear evidence that learning outcomes are achieved and to some extent surpassed.	70-79	3
Work showing a basic understanding of subject matter with some inadequacies. Argumentation and critical thinking present, but limited. Adequate communication skills. Clear evidence that learning outcomes are achieved.	60-69	2
Work lacking breadth and depth. Evidence that required learning outcomes are being achieved.	50-59	1
Unsatisfactory. Does not meet the required learning outcomes	0-49	0

Additional +2p will be added for accepted grades for those who will hand in the course feedback survey at the end of the course.

WORKLOAD

6
credits:



Reading articles
(60h)



Assignments and
independent learning
(100h)

DETAILS

STUDY MATERIAL

BACKGROUND READING FOR THE ASSIGNMENTS:

Hagberg, J. and H. Kjellberg (2020), “Digitalized Markets,” *Consumption Markets & Culture*, 23 (2), 97-109

Lehdonvirta, V. (2012), “A History of the Digitalization of Consumer Culture,” in *Digital Virtual Consumption*, Eds. M. Molesworth and J. Denegri-Knott. New York, NY: Routledge.

Trittin-Ulbrich, H., A. G. Scherer, I. Munro, and G. Whelan (2020), “Exploring the Dark and Unexpected Sides of Digitalization: Toward a Critical Agenda,” *Organization*, 28 (1), 8-25.

MARKET & MARKETING PERSPECTIVES:

Campbell, C., S. Sands, C. Ferraro, H. Y. J. Tsao, and A. Mavrommatis (2020), “From Data to Action: How Marketers Can Leverage AI,” *Business Horizons*, 63 (2), 227-43.

Davenport, T., A. Guha, D. Grewal, and T. Bressgott (2020), “How Artificial Intelligence Will Change the Future of Marketing,” *Journal of the Academy of Marketing Science*, 48 (1), 24-42.

Deighton, J. (2019), “Big data,” *Consumption Markets & Culture*, 22 (1), 68-73.

Kumar, V., D. Ramachandran and B. Kumar (2021), “Influence of New-Age Technologies on Marketing: A Research Agenda,” *Journal of Business Research* 125, 864-77.

Mellet, K. and T. Beauvisage (2020), “Cookie Monsters. Anatomy of a Digital Market Infrastructure”, *Consumption Markets & Culture*, 23 (2), 110-29.

Verhoef, P. C., T. Broekhuizen, Y. Bart, A. Bhattacharya, J. Q. Dong, N. Fabian, and M. Haenlein (2021), “Digital Transformation: A Multidisciplinary Reflection and Research Agenda,” *Journal of Business Research*, 122, 889-901.

CONSUMPTION PERSPECTIVES:

De Bellis, E., and G. V. Johar (2020), “Autonomous Shopping Systems: Identifying and Overcoming Barriers to Consumer Adoption” *Journal of Retailing*, 96 (1), 74-87.

Granulo, A., C. Fuchs, and S. Puntoni (2020), “Preference for Human (vs. Robotic) Labor is Stronger in Symbolic Consumption Contexts,” *Journal of Consumer Psychology*.

Hoffman, D. L. and T. P. Novak (2018), “Consumer and Object Experience in The Internet of Things: An Assemblage Theory Approach,” *Journal of Consumer Research*, 44 (6), 1178-204.

Mende, M., M. L. Scott, J. van Doorn, D. Grewal, and I. Shanks (2019), “Service Robots Rising: How Humanoid Robots Influence Service Experiences and Elicit Compensatory Consumer Responses,” *Journal of Marketing Research*, 56 (4), 535-56.

Puntoni, S., R. W. Reczek, M. Giesler, and S. Botti (2021), “Consumers and Artificial Intelligence: An Experiential Perspective,” *Journal of Marketing*, 85 (1), 131-51.

Commentary on Puntoni et al. (2021) article:
Kozinets, R. V., and U. Gretzel (2021),
“Commentary: Artificial Intelligence: The Marketer’s
Dilemma,” *Journal of Marketing*, 85 (1), 156-59.

CRITICAL PERSPECTIVES:

Cluley, R. (2020), “The Politics of Consumer Data,” *Marketing Theory*, 20 (1), 45-63.

Darmody, A., and D. Zwick (2020), “Manipulate to Empower: Hyper-Relevance and the Contradictions of Marketing in the Age of Surveillance Capitalism”, *Big Data & Society*, 7 (1), 1-12.

Dholakia, N., A. Darmody, D. Zwick, R. R. Dholakia, and A. F. Firat (2020), “Consumer Choicemaking and Choicelessness in Hyperdigital Marketspaces,” *Journal of Macromarketing*, 41 (1), 65-74.



PREREQUISITES

Basics in marketing is highly recommended.

ETHICAL RULES

Please refer to Aalto University Code of Academic Integrity [here](#).

Student rights, responsibilities, and code of conduct: [Aalto Code of Conduct](#)

Academic appeals: [Aalto Academic Appeals](#)

INSTRUCTIONS FOR ASSIGNMENT 1: SCIENCE BLOG POSTS

Assignment 1 consists of two parts (a and b); for both parts you are expected to prepare either a blog or a vlog post. For each post, prepare a written 2-3-page report OR a 5-minute video, where you analyze the chosen digitalization trend in the chosen industry context. To construct your answer, use at least five different academic references for each post. Complement the theoretical views with contemporary views (e.g., news sources). You can use any citation style (APA, Harvard etc.), but you should consistently apply the same style throughout your work! Remember also to visualize your posts, for example by using figures, tables, links, videos and/or pictures.

ASSIGNMENT 1A

In the first post, introduce the chosen digitalization trend and analyze *how does the digitalization trend affect markets in the chosen industry?* Start by reading the article by Hagberg and Kjellberg (2020) as it will help you in constructing your answer. The authors discuss digitalization of markets through *elements, processes, and forms*. You can build your answer around all three aspects or choose the aspect(s) you find especially important or interesting for your chosen topic.

Return a PDF-copy or video in MyCourses by the **deadline 14.3.2021**.

ASSIGNMENT 1B

In the second post, analyze *how does the digitalization trend affect consumption in the chosen industry?* This time, start by reading the article by Lehdonvirta (2012) in which they analyze the changes digitalization bears through sites and processes, subjects, and objects of consumption. Again, you can build your answer around all three aspects or choose the aspect(s) you find the most important/interesting in terms of your topic. However, keep in mind that the second post should be a natural continuum from the first post!

Return a PDF-copy or video in MyCourses by the **deadline 21.3.2021**.

GRADING MATRIX FOR ASSIGNMENT 1

You can score a maximum of 40 points and need a minimum 20 points to pass Assignment 1.

Measurable Attributes	0-Insufficient <i>0 p</i>	1-Sufficient (10 p) <i>2 p</i>	2 <i>3 p</i>	3 -Good (14-16 p) <i>3 p</i>	4 <i>4 p</i>	5-Excellent (20 p) <i>4 p</i>
Quality of argumentation	Does not specify arguable claims; provides vague or no justification of claims and/or points of view	Arguable claims are somewhat unclear; provides limited justification of claims and/or points of view	Makes arguable claims; provides clear justification of claims and/or points of view	Clearly states arguable claims; provides insightful justifications of claims and/or points of view		
Application of source material	Reports on limited sources without connecting it to the arguments	Reports on the required amount of source material without connecting it fully to the arguments	Applies relevant source material in an appropriate and comprehensive manner	Demonstrates critical thinking in evaluating and applying relevant source material		
Visualization	Post contains plain text; no visual elements utilized	Uses some visual elements; visuals do not always contribute to the whole	Uses several different visual elements; visuals support the text forming a balanced whole	Creative use of visual elements; visuals together with the text form a coherent, neat whole		
Academic style, language use, and readability	Uses non academic style; inaccurate language use interferes with reading and comprehension; citation format not observed, serious grammar and spelling mistakes	Uses sufficiently appropriate academic style; no substantial interference with reading and comprehension, citation format not always observed, grammar and spelling mistakes	Uses academic language fluently; minor errors may exist but do not interfere with reading and comprehension, some grammar and spelling mistakes	Meets academic writing standards, citation format consistently observed, no/very minor grammar and spelling mistakes		
Consistency and coherence	Content is fragmented and unbalanced; problems with paragraphs, and sections	Content is not fully balanced; does not really form a coherent whole; some problems with paragraphs and section structure	Forms a balanced and coherent whole; paragraphs and section structure typically support the overall coherence	Forms a coherent whole with consistent and explicit internal linkages; has a logical flow of argumentation		

INSTRUCTIONS TO ASSIGNMENT 2: ONLINE DISCUSSION IN PERUSALL

For Assignment 2, you will be divided into discussion groups in which you are expected to both read and comment on each other's posts in Perusall within that discussion group. Assignment opens and the first set of posts will be available for discussion from Mon 15.3.2021, and the second set of posts from Mon 22.3.2021. You will have time to participate in the discussion for both posts until the **deadline 1.4.2021**.

To enroll yourself into the course, please do the following:



1. Go to www.perusall.com and create an account for yourself.
2. When prompted, please add the following code to register to the course: **PAASONEN-4K4JL**
3. Once you are in, click on "Assignments" to access the reading. **Your group number determines which assignments you will be working on!**

Instructions:

- i. Each student needs to familiarize with all blog posts in their discussion group, and comment each post at least once. However, if you aim for higher grades, you need more than the minimum amount of discussion. For that you can choose your favorite topic(s) and be active in those. Comments can include providing examples, asking questions, and linking other relevant source material.
- ii. In addition to commenting others' posts, you should respond to the discussion in your own post. You are expected to a) react to comments, b) reply to questions and c) agree/disagree with solid arguments.
- iii. When you have a question or information to share about a passage in the blog post, highlight the text and type in a comment as an annotation. You can also respond to others' annotations in threads (Facebook style) in real time or upvote questions and answers you find helpful.

Good annotations contribute to the class by stimulating discussion, explaining your thought processes, helping others, and drawing attention to good points. If a particular classmate's point is relevant, you can explicitly "mention" them and they will be immediately notified, even if not presently signed in.

The algorithm of Perusall assigns a score based on reading the entire text, "active reading" (meaning that you can't just scroll through the post), quality and quantity of comments as well as questions (spread throughout the entire reading), and responses to your comments.

Perusall tutorial: <https://www.youtube.com/watch?v=IWx1C0eZmA>

INSTRUCTIONS FOR ASSIGNMENT 3: SYNTHESIS

In assignment 3, you are expected to prepare a final blog/vlog post, which naturally flows from the previous posts (Assignment 1A and 1B) AND which takes into account the discussion you've had in Perusall (Assignment 2). For assignment 3, read the article by Trittin-Ulbrich et al. (2020).

Prepare a written 3-4-page report OR a 7-minute video on your topic. Start by briefly synthesizing your discussion on how the chosen digitalization trend affects markets and consumption in the chosen industry context (*1-2 pages*). Avoid being solely descriptive; instead aim to be reflective and integrate in new perspectives from the discussion you've engaged in Perusall (Assignment 2). Finally, critically evaluate the potential negative consequences, ethical issues, or risks you see that the digitalization trend brings about in the markets and/or consumption now or in the near future (*2-3 pages*). Back your arguments up by citing relevant academic literature (you can use any citation style, but consistently apply the same style throughout your work) and complement the theoretical views with other sources! Again, remember to enrich your analysis with visual elements.

In the evaluation of the assignment, the focus is on your ability to give solid arguments and justify your arguments, as well as on your ability to critically evaluate and propose insights into the topic. See the full grading matrix in the next page.

Return a PDF-copy or video in MyCourses by the **deadline 11.4.2021**.

GRADING MATRIX FOR ASSIGNMENT 3

You can score a maximum of 30 points and need a minimum 15 points to pass the assignment.

Measurable Attributes	0-Insufficient <i>0 p</i>	1-Sufficient <i>(15 p)</i>	3 -Good <i>(21-24 p)</i>	4 <i>5-Excellent (30 p)</i>
Application of source material	Reports on limited sources without connecting it to the arguments	Reports on the required amount of source material without connecting it fully to the arguments	Applies relevant source material in an appropriate and comprehensive manner	Demonstrates critical thinking in evaluating and applying relevant source material
Quality of argumentation	Does not specify arguable claims; provides vague or no justification of claims and/or points of view	Arguable claims are somewhat unclear; provides limited justification of claims and/or points of view	Makes arguable claims; provides clear justification of claims and/or points of view	Clearly states arguable claims; provides insightful justifications of claims and/or points of view
Critical assessment of the content	Shows no evidence of critical assessment of the content	Does not go deeply into the critical assessment of the content	Critically assess the content, personal and general reflections are included	Critical assessment and abstract ideas are reflected through the use of specific details
Visualization	Post contains plain text; no visual elements utilized	Uses some visual elements; visuals do not always contribute to the whole	Uses several different visual elements; visuals support the text forming a balanced whole	Creative use of visual elements; visuals together with the text form a coherent and stylish whole
Academic style, language use, and readability	Uses non academic style; inaccurate language use interferes with reading and comprehension; citation format not observed, serious grammar and spelling mistakes	Uses sufficiently appropriate academic style; no substantial interference with reading and comprehension, citation format not always observed, grammar and spelling mistakes	Uses academic language fluently; minor errors may exist but do not interfere with reading and comprehension, some grammar and spelling mistakes	Meets academic writing standards, citation format consistently observed, no/very minor grammar and spelling mistakes
Consistency and coherence	Content is fragmented and unbalanced; problems with paragraphs, and sections	Content is not fully balanced; does not really form a coherent whole; some problems with paragraphs and section structure	Forms a balanced and coherent whole; paragraphs and section structure typically support the overall coherence	Forms a coherent whole with consistent and explicit internal linkages; has a logical flow of argumentation