**The name of the academic discipline:**

**“Sociology of Consumption”**

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| **Specialty code and name** | 1-23 01 05 Sociology |
| **Year of study** | 4 |
| **Semester of study** | 7 |
| **Number of in-class academic hours:** | 8 |
| **Lectures**  **Seminar classes**  **Practical classes**  **Laboratory classes** | 4 |
| 4 |
| - |
| - |
| **Form of the current assessment (*credit/ graded credit /exam*)** | credit |
| **Number of credit points** | 3 |
| **Competences** | Mastering the academic discipline “Sociology of Consumption” should ensure the formation and development of special competence: to analyze adaptation processes in modern society |
| **Summary of the academic discipline:**  The goal of the academic discipline is to systematically master the basics of sociological research of the phenomenon of consumption. When studying the discipline, students must master the theoretical foundations of economic, sociological, marketing approaches to the analysis of consumption; patterns and features of the transformation of consumption institutions, as well as the features of consumption in various areas (food, clothing, tourism, art, etc.); features of consumer perception of brands; features of the influence of lifestyle on consumer behavior. | |