



Consumers and Consumption in the Modern Economy (ECH12021/2022)



1. Introduction to the course



Who am I, where am I?

- Pierre van der Eng
 - Teaching, research, publications on economic and business development in Southeast Asia
 - But also interested in marketing and consumption history
- Room 2043 Moran building
- Tel (02) 6125 5438
- Consultation hours: Monday 3-5 pm
- Contact me in first instance by email: pierre.vandereng@anu.edu.au



This lecture

- Administration
- Lectures
- Tutorials
- Assessment
- What the course covers
- Reading brick
- What this course offers
- What students said in 1999
- Next lecture, next tute



Administration

- Course outline available from 'The Oracle' on the Pebble server, and the course website: <http://ecocomm.anu.edu.au/echi2021>
- Reading brick: \$25, pay at cashier in Manning Clark, obtain from BIM administrator
- Reading brick available on Friday
- Conventional format: 2 lectures, 1 tute per week
- Tute times: Preference form in lecture 2
- Tutes start week 2 (next week)
- Lecturer takes tutorials



Lectures

- Tuesday 1-2, JD101
(but in week 2 only in Physics G08 !!)
- Thursday 1-2, JD 102
- Reading broadly follows the lectures topics, but reading is not substitute for lectures!
- Lecture tapes+notes in Chifley reserve
- Lecture notes also on 'The Oracle' + course website.
- Lecture notes contain prompts, are not complete and not a substitute for lectures!



Tutorials

- Consolidate+extend lecture+reading material
- Opportunity for questions + feedback
- Generate participation through discussion
- Develop presentation skills
(based on reading brick material)
- If that is not enough: Set tute questions
- Presence and participation count!



Proposed assessment

- Either:

	A	or	B
Tute participation	5%		5%
Tute presentation	5%		5%
Tute questions	10%		-
Essay	30%		30%
Examination	<u>50%</u>		<u>60%</u>
total	100%		100%
- Tute questions help to prepare you for exam
- Questions will be distributed week before tute



What does the course cover?

Development in Oz/UK/USA during the 20th century of:

- Living standards
- The impact of technological change
- Consumption patterns over time
- Food and clothing
- Consumer durables
- Housing
- Leisure, esp. tourism
- Retailing
- Consumer credit
- Marketing, esp. advertising
- Consumer society
- Consumer protection
- Consumer organisation

Plus two lectures on recent trends in East Asia



Reading brick

- Is not like a textbook to learn by heart
- Contains disparate, varied articles/chapters that provide background to lecture topics
- Often on the cutting edge of current research
- Covers wide range of topics that will enthrall most of you to select your own essay topic



What this course offers:

- An interesting new area of study
- Relevant to students with special interest in marketing and/or general interest in modern economies/societies
- Distributed lecture notes + taped lectures
- Reading from variety of disciplines at only \$25
- Opportunity to research your own essay topic
- An honours component for students who like to challenge themselves



What students said in 1999:

- “A new area of study”
- “Issues not dealt with in other Eco/Comm units”
- “Very well organised”
- “Well thought out”
- “Interesting and relevant topic”
- “Useful handouts and feedback”
- “Very good reading brick”
- “Refreshing to have a lecturer who is enthused by what he teaches”
- “Excellent subject matter”
- “Gives a good general overview towards understanding of modern society”
- “Course dealt with previously unbroached subjects which I found very interesting”
- “More practical and useful than many other courses offered in [the Faculty]”



Next lecture and tute

- Thursday’s lecture:
 - Gauging consumption and living standards
 - Lecture notes on ‘The Oracle’ + course website
 - Tutorial preference sheets will be distributed
- Next week’s tute:
 - Read articles 1 and 2, consider the quotes
 - Read the course outline carefully
 - Questions about lecture 2, the course as a whole
 - Tute organisation, the assignment