

BD Track : International Consumer Behavior

ECTS : 3

Description du contenu de l'enseignement :

This course examines the relationship between universality and cultural relativism through consumer culture during major rituals.

The course analyzes the constants of consumption across cultures by studying major rituals. Are abundance and deprivation universal across cultures? Universal or cultural humanity: this tension is at the heart of this course.

Student groups are organized around major rituals such as Thanksgiving, Christmas, Ramadan, Lunar New Year, Diwali, and Mardi Gras. A historical analysis highlights the ancient roots of these holidays and then shows how they have been appropriated by religions. Popular culture (TV series, films, books) is used to illustrate the manifestations of each culture.

A debate is organized after each presentation. Students learn from each other. Knowledge is co-constructed with the speakers.

The pedagogical method of group work allows data to be accumulated. The teacher provides rotating tutoring to each group to introduce the intercultural concepts used in the analysis grid.

Compétence à acquérir :

Critical thinking

Ability to connect rituals and society

Mode de contrôle des connaissances :

Group Report - 100%

Document susceptible de mise à jour - 02/04/2026

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