

COURSE DETAIL

MARKETING THE MARGINS: CASE STUDIES IN THE CULTURAL MARKETPLACE

Country

United Kingdom - England

Host Institution

King's College London

Program(s)

King's College London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

English

UCEAP Course Number

124

UCEAP Course Suffix

P

UCEAP Official Title

MARKETING THE MARGINS: CASE STUDIES IN THE CULTURAL MARKETPLACE

UCEAP Transcript Title

MARKETING MARGINS

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

In this course, students draw on approaches from Cultural Studies to examine the relationship between literature as a creative industry and literature as aesthetic practice. Focusing on 20th and 21st century works by authors traditionally situated at 'the margins' of nation-based literary systems, students ask what role marketing and the literary industry might have to play in how a writer's voice becomes heard. In doing so, students take up Graham Huggans' suggestion that a boom in postcolonial literature has been accompanied by a fetishization of difference or a 'marketing of the margins' which is at odds with many of the positions espoused in that literature. Students move beyond the Anglophone context in order to explore the application of this idea to authors from a range of countries and texts originally written in French, German, and Spanish.

Language(s) of Instruction

English

Host Institution Course Number

5AML0001

Host Institution Course Title

MARKETING THE MARGINS: CASE STUDIES IN THE CULTURAL MARKETPLACE

Host Institution Course Details

<https://www.kcl.ac.uk/abroad/module-options/marketing-the-margins-case-studies-...>

Host Institution Campus**Host Institution Faculty****Host Institution Degree**

Host Institution Department

Arts & Humanities Languages, Literatures and Cultures

Course Last Reviewed

2025-2026

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