



Faculties of Humanities and Theology

MODA34, Fashion Studies: Fashion and Market 1 - Introduction, 5 credits

*Modevetenskap: Mode och marknad 1 - introduktion, 5
högskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the programmes director by delegation from the pro-dean for first- and second-cycle studies on 2013-09-12 and was last revised on 2017-10-30 by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology. The revised syllabus applies from 2017-10-30, spring semester 2018.

General Information

The course is a compulsory component of the Bachelor of Arts programme in Fashion Studies. It can be included in a first or second cycle degree.

Language of instruction: Swedish

Components of the course may be taught in other Scandinavian languages or in English.

Main field of studies

Cultural Sciences with specialization in Fashion Studies

Depth of study relative to the degree requirements

G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the students shall be able to

Knowledge and understanding

- provide a general account of the concepts of the market, value and value creation based on cultural, sociological, legal and other perspectives
- provide a basic explanation of some of the functions and mechanisms of a global fashion market

Competence and skills

- provide a basic delimitation and written presentation of a relevant problem formulation in the area of fashion and the market
- use theory to analyse an empirical example at a basic level

Judgement and approach

- explain and take a critical position on values and value creation on the fashion market at a basic level
- assess fashion as a gendered symbolic product, cultural practice and social system at a basic level

Course content

The course is included in the third semester of the BA in Fashion Studies.

The aim of the course is to communicate knowledge and tools to analyse the present-day fashion market from the perspectives of the humanities and social sciences. This is provided through introduction and interrogation of the key concepts of the course: market, value and value creation based on economic, ethnological, legal and sociological frameworks. The course rests on an understanding of the market, value and value creation as social and cultural constructions.

Course design

The teaching consists of lectures, and 5–10 workshops and seminars. Workshops and seminars are compulsory. Absence from compulsory components must be compensated for by written assignments.

Assessment

The assessment of the course is based on an individual written assignment (paper) and active participation in workshops and seminars.

Three opportunities for examination are offered in conjunction with the course: a first exam, a retake and a catch-up exam. At least two further re-examinations on the same course content are offered within a year of the end of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner may deviate from the regular form of assessment if it cannot be implemented during a re-examination, and if it complies with the learning outcomes of the course.

The examiner, in consultation with the Disability Support Service, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

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Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, Pass, Pass with distinction.

Entry requirements

To be admitted to the course, students must have passed MODA22 Fashion Studies: Theories and Research Methods of Fashion Studies 1- Introduction.

Further information

1. The course is offered at the Department of Arts and Cultural Sciences, Division of Fashion Studies, Lund University.
2. The credits allocated for course content that in whole or in part is commensurate with another course can only be credited once for a degree. For further details see the current application information and other relevant documentation.

Subcourses in MODA34, Fashion Studies: Fashion and Market 1 - Introduction

Applies from H13

1301 Fashion and Market 1 - Introduction, 5,0 hp
Grading scale: Fail, Pass, Pass with distinction