



LUND
UNIVERSITY

Faculties of Humanities and Theology

**MODA36, Fashion Studies: Fashion and Market 1 -
Introduction, 7.5 credits**
*Modevetenskap: Mode och marknad 1 - introduktion, 7,5
högskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus was approved by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology on 2020-05-08 and was last revised on 2023-05-18. The revised syllabus applies from 2023-05-18, autumn semester 2023.

General Information

The course is a compulsory component of the Bachelor's programme in Fashion Studies. It can be included in a first or second-cycle qualification.

Language of instruction: Swedish

Teaching components in other Scandinavian languages or English may be included.

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

- explain and give an account of fashion's markets from a socio-cultural perspective
- understand and explain basic theoretical perspectives on markets
- understand and explain basic theories, concepts and models in marketing and consumption
- explain and give an account of basic theories, concepts and models for external analysis and trend analysis

Competence and skills

- use and problematise theoretical concepts and models about markets, marketing and consumption culture in order to understand fashion's markets
- use and apply theoretical concepts and models in order to make a basic trend analysis relevant to fashion studies

Judgement and approach

- critically relate to fashion as symbolic product, cultural practice and social system.

Course content

The overarching aim of the course is for the student to gain a basic and multifaceted understanding of fashion from a socio-cultural perspective. This is done in the first part of the course through an introduction to theories and perspectives on the market, marketing, consumption and consumption culture. In the second part, which builds on the first part of the course, the student acquires in addition to basic theoretical knowledge, basic practical skills in trend analysis.

Course design

Teaching consists of lectures, 3-5 seminars and workshops.

The introductory lecture, workshops and seminars are compulsory. A replacement assignment or alternative time is offered for compulsory components.

Assessment

Assessment is through two individual written assignments (papers) and a group assignment on the theme of external analysis and trend analysis.

Written individual seminar assignment 1 (2.0 credits)

Written individual seminar assignment 2 (2.0 credits)

Group assignment (3.5 credits)

The examiner, in consultation with Disability Support Services, 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.

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.

For the grade of Pass, the student must have been awarded at least this grade for all assignments. For the grade of Pass with Distinction, the student must, in addition, have been awarded this grade on two of the three assessed assignments

Entry requirements

To be admitted to the course, students must have passed MODA26: Theories and Research Methods in Fashion Studies 1 – Introduction.

Further information

- The course is given at the Department of Arts and Cultural Sciences, Lund University.
- The number of credits allocated for course content that is shared in whole or in part with another course can only be credited once for a degree.
- For further details, see current registration and information material.

Subcourses in MODA36, Fashion Studies: Fashion and Market 1 - Introduction

Applies from H23

- 2301 Individual Assignment 1, 2,0 hp
Grading scale: Fail, Pass, Pass with distinction
- 2302 Individual Assignment 2, 2,0 hp
Grading scale: Fail, Pass, Pass with distinction
- 2303 Group Assignment, 3,5 hp
Grading scale: Fail, Pass, Pass with distinction

Applies from H21

- 2101 Individual assignment 1, 2,0 hp
Grading scale: Fail, Pass, Pass with distinction
- 2102 Individual assignment 2, 2,0 hp
Grading scale: Fail, Pass, Pass with distinction
- 2103 Group assignment, 3,5 hp
Grading scale: Fail, Pass, Pass with distinction