



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 is an old version, approved by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology on 2020-05-08 and was valid from 2020-05-08, autumn semester 2020.

General Information

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

Teaching in other Scandinavian languages or English may occur.

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 basic account of the concepts of markets, value and value creation based on cultural, sociological and social sciences perspectives
- at a basic level, explain some of the functions and mechanisms of a global fashion market
- provide a basic account of different theories on and models for external and trend analyses relevant to fashion studies

Competence and skills

- at a basic level, independently delimit and present in writing a relevant issue in the field of fashion and markets
- at a basic level, use theories relevant to fashion studies to analyse an empirical example in the field of fashion and markets
- at an advanced level, collect, compile, evaluate and interpret material relevant to selected issues

Judgement and approach

- at a basic level, explain and take a critical position on value and value creation in the fashion market
- at a basic level, explain and take a critical position on the concept of trends and trend analysis as a tool in the field of fashion and markets
- at a basic level, evaluate fashion as a symbolic product, cultural practice and social system.

Course content

The aim of the course is to provide students with knowledge and tools to analyse the contemporary fashion market, including the functions and mechanisms of fashion, based on humanities and social sciences perspectives. This is done with an introduction to and the problematising of key concepts in the course: markets, value and value creation based on economic, cultural and sociological frameworks. The course focuses on an understanding of markets, value and value creation as social and cultural constructs.

The course also aims to provide students with basic theoretical knowledge of and practical skills in trend and external analyses to independently develop and carry out an assignment with a specialisation in a specific subject within the theme of the module and of relevance to fashion studies.

Course design

Teaching consists of lectures, approximately 2-3 workshops and 2-3 seminars. Workshops and seminars are compulsory. Absence can be compensated for with a written assignment.

Assessment

The assessment is based on two written, individually written assignments: a written assignment (paper) and an essay on external and trend analyses.

Three opportunities for examination are offered in conjunction with the course: one ordinary examination and two re-examinations. Within one year of the end of the course, a minimum of two further re-examinations are offered on the same course content. Thereafter, the student is offered further examination opportunities but in accordance with the current course syllabus.

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.

The written assignment is awarded the grade of Fail/Pass/Pass with Distinction. The essay is awarded the grade of Fail/Pass.

Both assignments must be awarded at least a Pass for the student to be awarded a Pass on the whole course. The grade on the written assignment determines the grade awarded on the whole course.

Entry requirements

To be admitted to the course, students must have successfully completed Fashion Studies: Theories and Research Methods in Fashion Studies 1 - Introduction (MODA26) and Fashion Studies: Scientific Writing (MODA27).

Further information

1. The course is offered at the Department of Arts and Cultural Sciences, 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 registration information and other relevant documentation.

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

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

Applies from H20

- 2001 Fashion and Market 1 - Introduction, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction