



LUND
UNIVERSITY

Faculties of Humanities and Theology

MODA43, Fashion Studies: Fashion and Markets 2, 7.5 credits *Modevetenskap: Mode och marknad 2, 7,5 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 2013-12-18 and was last revised on 2023-06-12 by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology. The revised syllabus applies from 2023-09-01, spring semester 2024.

General Information

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

Language of instruction: Swedish

Teaching in English or other Scandinavian languages may be included.

Main field of studies

Cultural Sciences with specialization in Fashion Studies

Depth of study relative to the degree requirements

G2F, First cycle, has at least 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

- be able to understand and account for various intellectual property legal rules and legal principles that regulate the fashion market,
- be able to understand and explain central concepts, theories and models within consumption and more specifically consumption culture,

Competence and skills

- be able to identify and analyze problems in the fashion market by applying intellectual property legal rules and legal principles,
- demonstrate the ability to independently complete an essay project, which demonstrates the ability to problematize and analyze various consumption phenomena based on central consumption culture theoretical concepts,
- be able to define and present a relevant problem formulation, formulate a clear purpose and be able to carry out and present a theory review,
- show ability to use and analyze a relevant empirical example and with the help of this answer the purpose,
- demonstrate the ability to verbally and in writing communicate the results of the essay work and oppose another work.

Judgement and approach

- be able to have a critical attitude towards, discuss and evaluate different consumption phenomena,
- demonstrate a scientific approach and understanding of common standards for academic writing.

Course content

This course builds on the knowledge of the fashion market that the student developed during Fashion and Market 1. The overall aim of the course is to deepen the student's understanding of the fashion markets. As the flow of knowledge, goods and services between the actors of the fashion system is both economic and cultural in nature, different scientific perspectives are represented in the course. In the first part of the course, the student is introduced to how intellectual property rights regulate the fashion markets. In this part, the student is introduced to marketing law, copyright, design law and trademark law. In the second part of the course, the student deepens his knowledge of the fashion markets from a socio-cultural perspective. In this part of the course, the focus will be especially on consumption cultural perspectives. This part also aims to provide developed skills in academic writing.

Course design

The teaching consists of lectures, seminars and workshops. The introductory lecture, workshops and seminars are compulsory. Replacement information or alternative time for mandatory part is offered.

Assessment

Examination takes place in the form of :

Part 1: Individual home exam (2.5 ECTS)

Part 2: Essay in pairs (5 ECTS)

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 grading scale includes the grades Fail, Pass, Pass with honors. For the home exam, the grading scale U/G is applied. For the essay assignment, the grading scale U/G/VG is applied. Both tasks must be passed at least to achieve full course marks. The grade of the essay assignment is the basis for the graded grade.

Entry requirements

To be admitted to the course, students must have completed Project Work 3 (MODA30), Fashion Expressions 3- Fashion as Visual Culture (MODA33) and Fashion and the Market 1- Introduction (MODA34).

Further information

- The course is offered at the Department of Arts and Cultural Sciences, Division of Fashion Studies, Lund University.
- 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 MODA43, Fashion Studies: Fashion and Markets 2

Applies from V24

- 2401 Home Exam, 2,5 hp
Grading scale: Fail, Pass
- 2402 Written Paper, 5,0 hp
Grading scale: Fail, Pass, Pass with distinction

Applies from V22

- 2201 Home exam, 2,5 hp
Grading scale: Fail, Pass
- 2202 Written paper, 5,0 hp
Grading scale: Fail, Pass, Pass with distinction