



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

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### Details of approval

The syllabus is an old version, 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 2015-03-27 by the pro-dean for first-cycle studies at the Faculties of Humanities and Theology. . The revised syllabus applied from 2015-03-27. , spring semester 2015.

### 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

Teaching in English or other Scandinavian languages may be included.

*Main field of studies*

No translation available

*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

- provide a specialised explanation of some of the functions and mechanisms of fashion on a global market
- provide a specialised account of fashion as a gendered symbolic product, cultural practice and social system
- provide a specialised account of the concepts of the market, value and value creation from economic, cultural, legal and other perspectives

### **Competence and skills**

- make specialised use of theory to analyse an empirical example or case
- on the basis of given examples and cases analyse and query the roles and terms of different actors in the western fashion system from cultural, sociological, legal and other perspectives
- independently and in speech and writing delimit and present a relevant problem formulation and formulate and delimit one or several relevant issues with regard to actors of the fashion system

### **Judgement and approach**

- explain and take a critical position on values and value creation on the fashion market at an advanced level
- explain and critically review the structure of the fashion system and fashion industry on the basis of the different actors of the system

### **Course content**

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

The aim of the course is to provide students with specialised knowledge and understanding of the present-day fashion system and fashion industry by focusing on the actors of the fashion system. Accordingly, focus is placed on defining and exemplifying the different actors and professions of the fashion system from the perspective of the three associated themes of trends, design and trade. Furthermore, the course provides students with a specialised understanding of the positions of the actors of the fashion system to aspects such as value and value creation on a global market. During the course, the roles, practices and terms of the fashion system as well as the flows and relations between the different actors of the system are discussed and reexamined. Given that the flows of knowledge, goods and services between the actors of the fashion system are both economic and cultural, perspectives from different disciplines such as ethnology, business administration and law are represented in the course. Major emphasis is also placed on lectures with close ties to the industry.

### **Course design**

The teaching mainly consists of lectures, including 3-5 industry and guest lectures, but also includes group exercises, study visits and workshops. The industry and guest lectures are compulsory. Absence from compulsory components must be compensated for by written assignments.

### **Assessment**

The assessment of the course is based on two written assignments.

*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 completed Project Work 3 (MODA30), Fashion Expressions 3- Fashion as Visual Culture (MODA33) and Fashion and the Market 1- Introduction (MODA34).

## 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 MODA43, Fashion Studies: Fashion and Markets 2

Applies from V14

1301 Fashion and Markets 2, 7,5 hp  
Grading scale: Fail, Pass, Pass with distinction