



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 2020-02-19 by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology. . The revised syllabus applied from 2020-02-19. , spring semester 2020.

### 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

- provide a specialised account of the concepts of the market, value and value creation from economic, cultural, legal and other perspectives
- provide a specialised explanation of some of the functions and mechanisms of fashion on a global market

### **Competence and skills**

- independently choose an empirical example in order to analyse and interrogate the roles and conditions of different actors in the Western fashion system, based on cultural and sociological perspectives among others
- 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
- make specialised use of a theory in order to analyse the chosen example
- identify and analyse at a basic level issues of the fashion market by applying provisions and principles of copyright law

### **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 the fashion industry from the perspective of the different actors of the system
- make specialised assessments of fashion as a gendered symbolic product, cultural practice and social system

### **Course content**

The aim 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, specialisation takes place by defining and highlighting the different actors of the fashion system and the conditions for different professional groups, focusing on the topics of emotion and aesthetics. The course provides a specialised understanding of how the actors of the fashion system relate to aspects of 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 described and interrogated. 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.

### **Course design**

The teaching consists of lectures and 7–10 group exercises and seminars. Participation in guest lectures (1-2 lectures) and three seminars is compulsory. Absence from compulsory components must be compensated for by written assignments.

## Assessment

The course examination is conducted through two written, individually written assignments: a home exam and an essay assignment.

In conjunction with the course, three examination opportunities are offered: regular examination opportunity, re-examination and re-examination directly after the course has ended. Within one year after the end of the course, at least two additional test opportunities are offered on the same course content. Thereafter, the student is offered additional test opportunities, but in accordance with the applicable syllabus.

If at the re-examination it is not possible to carry out ordinary examination forms, this can be omitted, if it is compatible with the course objectives.

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 home exam, the grading scale U / G is applied.

The essay scale U / G / VG is used for the essay assignment.

Both assignments must be at least approved in order to obtain full-course grades. The essay assignment's grade 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

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 MODA43, Fashion Studies: Fashion and Markets 2

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

Applies from V20

- 2001 Fashion and Markets 2, 7,5 hp  
Grading scale: Fail, Pass, Pass with distinction