



LUND
UNIVERSITY

Faculty of Social Sciences

SESA02, The Fashion Market: Fashion Communication and Sustainability, 5 credits

The Fashion Market: Fashion Communication and Sustainability, 5 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Service Studies on 2023-06-14 to be valid from 2024-01-15, spring semester 2024.

General Information

This is a freestanding course.

Language of instruction: English

Main field of studies

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Depth of study relative to the degree requirements

G1N, First cycle, has only upper-secondary level entry requirements

Learning outcomes

For a grade of Pass on the course, the students shall be able to:

Knowledge and understanding

- identify and explain key concepts and theories in fashion communication
- demonstrate an understanding of how sustainability is communicated in the fashion market

Competence and skills

analyse and discuss sustainability in relation to fashion communication

Judgement and approach

critically review and reflect on how sustainability is communicated in the fashion market

Course content

The aim of the course is for students to acquire knowledge and understanding of fashion communication, more specifically fashion communication in relation to sustainability, and strategies for sustainable and circular textiles in the fashion industry. The course also aims, based on theories in fashion communication, to create an understanding of how the fashion sector relates to sustainability communication in terms of digitalisation and changes in the communication landscape of today. The course highlights and problematises how sustainability is communicated in the fashion market in both digital and physical communication channels. From a critical perspective, the students undertake exercises in reviewing and reflecting on how sustainability aspects are communicated in the fashion industry.

Course design

Teaching consists of lectures, guest lectures, workshops and seminars.

Participation in seminars and guest lectures is compulsory unless special circumstances apply. The opportunity to compensate for or resit compulsory components will be offered to students who have been unable to participate due to circumstances beyond their control such as accidents, illness or similar. This also applies to students who have missed teaching sessions because of duties as a student representative.

Assessment

Assessment of the course is based on the following:

- Seminar assignments in groups (2 credits)
- Individual written assignment (3 credits)

Three opportunities for examination are offered in connection with the course: a first examination, a resit close to the first examination and a second resit in the same year. Within a year of the end of the course at least two additional examination opportunities are offered on the same course content. After that, further re-examination opportunities are offered 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.

For the grade of Pass, the student must fulfil the learning outcomes specified for the course. For the grade of Pass with Distinction, the student must in addition demonstrate particular theoretical awareness and analytical ability. Module 2401 is an exception to the grading scale above. The grades awarded for this module are Pass or Fail.

To be awarded the grade of Pass on the whole course, the student must have been awarded this grade on all components. To be awarded the grade of Pass with Distinction on the whole course, the student must have been awarded the grade of Pass with Distinction on module 2402.

At the start of the course, students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied in the course.

Entry requirements

General requirements for university studies in Sweden

Subcourses in SESA02, The Fashion Market: Fashion Communication and Sustainability

Applies from V24

- 2401 Seminars, 2,0 hp
Grading scale: Fail, Pass
- 2402 Individual Written Assignment, 3,0 hp
Grading scale: Fail, Pass, Pass with distinction