

Fashion Consumer Behaviour II **Konsumentbeteende i modesektorn II**

7.5 credits

Ladok Code: 52KB01

Version: 5.0

Established by: Education Committee 2015-06-02

Valid from: Autumn 2012

Education Cycle: Second cycle

Main Field of Study (Progressive Specialisation): Fashion Management (A1F)

Disciplinary Domain: Social sciences

Prerequisites: Least 45 completed credits from the first year on the Master programme in textile management with specialisation fashion management, including Fashion Consumer Behaviour, 7,5 credits.

Subject Area: Leadership, Organisation and Management

Grading Scale: ECTS-credits

Content

Deeper knowledge of consumer behaviour from a cultural and sustainable perspective, and studies of social developments, technology developments and trends within fashion based on a consumer perspective.

Learning Outcomes

After completing the course, students should be able to:

- Describe and analyse consumer behaviour from a cultural standpoint and how this knowledge can be applied within the fashion sector
- Account for and analyse how different social phenomena and sustainable development influence consumer behaviour in the fashion sector
- Account for and analyse how the fashion industry can make its operations more sustainable through technological developments and an insight into consumer attitudes towards fashion as a phenomenon (consumer insight).

Forms of Teaching

The teaching consists of independent work, lectures and practical exercises.

The language of instruction is English.

Forms of Examination

The following examinations will form part of this course:

Project work and oral reporting, 3.0 credits. Grading scale: EC.

Written examination, 4.5 credits. Grading scale: EC.

Grading scale: EC, i.e. the course will be assessed using the grades A, B, C, D, E, Fx or F (the ECTS grading scale). Grading for the course as a whole will be based on the weighted average value of the grades for the component examination elements.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Materials

Schroeder, Jonathan (2007). *Visual Consumption*. London: Routledge

Sassatelli, Roberta (2007). *Consumer culture: history, theory and politics*. London: SAGE

Arvidsson, Adam (2006). *Brands: meaning and value in media culture*. London: Routledge

Articles from research journals that the students find themselves.

Otherwise, materials listed by the course director, e.g. book chapters, journal articles, etc.

All literature should be the most recent edition.

Student Influence and Evaluation

The students' opinions are collected systematically and regularly through written course evaluations once the course is completed. One time per semester, student representatives, together with the Director of Studies and Programme Directors, evaluate completed courses. For additional materials, please refer to the University's policy on course evaluation and documents established by the Department Board, the Director of Studies and the Course Director.

Miscellaneous

The course is primarily a programme course for Master programme (Two Year) in textile management with specialisation fashion management