UNIVERSITY OF BORÅS

Consumption and Branding Cultural Perspectives on Fashion Markets

Konsumtion och varumärkesbyggande - kulturella perspektiv på modemarknaden

7.5 credits
7.5 högskolepoäng

Ladok Code: AE2CB1
Version: 5.0
Established by: Committee for Education in Business and Working Life 2020-09-22
Valid from: Autumn 2020

Education Cycle: Second cycle
Main Field of Study (Progressive Specialisation): Textile Management (A1F)
Disciplinary Domain: Social sciences
Prerequisites: Bachelor degree within textile technology, business administration, industrial economy, engineering, media or design and also English proficiency at level 6 is required. (or equivalent) and also 45 approved credits from the first year of the education program.
Subject Area: Leadership, Organisation and Management
Grading Scale: Seven-degree grading scale (A-F)

Content

This course applies cultural theory perspectives towards consumption, fashion, and branding. The course seminars are based on empirical examples from the field of marketing and especially examples related to textile and fashion markets. In the course, the students are trained in applying culture theory perspectives on empirical examples with relevance to the general theme of the course - consumption and branding in fashion markets. Students will learn through continuous individual reading preparations and text production to analyze and prepare research questions and to develop social scientific and cultural theory based research problems related to the general theme of the course. The course addresses central concepts in sociology and culture theory such as discourses and practices and how these can be related to knowledge about identities, responsibilities and ethics, meaning making and value, and how different power structures are sustained and changed. The course includes practical assignments of writing and discussing these issues through engagement with relevant literature and previous research about branding, consumer culture, and fashion markets. Ideas and practices related to brands in fashion markets are a central focus in the course. Also, issues about businesses' and consumers' possibilities and limitations in taking responsibility for social and environmental societal development through their actions on different consumer markets, are important parts of the course.

Learning Outcomes

Upon completion of the course the student will be able to:

Knowledge and understanding
1.1 account for a number of social scientific and cultural theory perspectives represented in the literature with a focus on analyzing brands, consumption and fashion.
1.2 account for arguments of how social scientific and cultural theory perspectives provide a deep understanding of concepts such as responsibility, value(s), meaning making, identity, power and agency, and how these are operationalized in research about consumption and branding.
1.3 describe established arguments for potential application of a cultural theory perspective within the marketing field.

Skills and abilities
2.1 motivate collection of qualitative empirical data for analysis in relationship to a research problem theoretically grounded within selected course literature.
2.2 based on the course literature produce relevant social scientific research questions illustrating a deep understanding of specific phenomena and actors on different fashion markets.
2.3 account for strengths as well as weaknesses in scientific arguments regarding different qualitative methods for empirical data collection and analysis in studies of consumption, fashion and branding from a cultural theory perspective.

Judgment and approach
3.1 with the support of relevant theories and previous research evaluate potential corporate use of knowledge about brands, market communication and products (goods and services) from a cultural theory perspective, and
3.2 with the support of relevant theories and previous research develop and discuss relevant research questions and problems related to sustainability regarding marketing of goods and services in practice, and
3.3 with the support of relevant theories and previous research, problematize consumers' and companies' possibilities and limitations in taking responsibility regarding economic, social, and environmental sustainable development through their actions on fashion markets.

Forms of Teaching

Teaching is based on lectures, seminars, and workshops

The language of instruction is English.

Forms of Examination

Individual written assignment
Learning outcomes: 1.1 - 3.3
Higher education credits: 7,5
Grades: A-F

For grade E on the course, E is required on the individual written assignment.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

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

Literature and Other Teaching Materials

Cochoy, F., Hagberg, J., & Sörum, N. (2017). *Digitalizing consumption: Tracing how devices shape consumer culture.* New York: Routledge. [Introduction]

Kaiser, S. B. (2012). *Fashion and Cultural Studies.* Bloomsbury, New York.

Moisander, J. & Valtonen, A. (2006). *Qualitative Marketing Research: A Cultural Approach.* London: Sage Publications.

Peñaloza, L., Toulouse, N. & Visconti, L. M. (red.) (2012). *Marketing management: a cultural perspective.* New York: Routledge. [Introduction]

Zwick, D. & Cayla, J. (red.) (2011). *Inside Marketing: Practices, Ideologies, Devices*. Oxford: Oxford University Press. [introduction]

Additional literature and teaching materials will be provided through the local student platform (max 500 pages)

Student Influence and Evaluation

The students' opinions are collected systematically and regularly through written course evaluations once the course is completed.

Miscellaneous

The course syllabus in Swedish is the official binding document.