UNIVERSITY OF BORÅS

Trend Analysis in Fashion Markets and Systems
Trendanalys inom modets marknad och system
7.5 credits

Ladok Code: AE2TM1
Version: 1.0
Established by: Committee for Education in Business and Working Life 2022-06-08
Valid from: Autumn 2022

Education Cycle: Second cycle
Main Field of Study (Progressive Specialisation): Fashion Management (A1F)
Disciplinary Domain: Social sciences
Prerequisites: At least 45 credits from the first year of the programme
Subject Area: Leadership, Organisation and Management
Grading Scale: Seven-degree grading scale (A-F)

Content

The course provides an introduction to basic perspectives and methods of trend analysis in fashion markets and systems. The aim of the course is to provide theoretical knowledge of trend analysis in the field, as well as practical skills to analyse trends within and relevant to fashion. The teaching should also provide knowledge about the importance of trends for - and application to - brands. The course is permeated by a holistic approach in which trends are understood regarding their aesthetic, economic, and socio-cultural dimensions. Sustainability, ethics, and marketing are key illumination points.

Learning Outcomes

After completing the course, the student will be able to:

Knowledge and understanding
1.1 Explain basic scientific perspectives on trend analysis in fashion markets and systems,
1.2 present key trend analysis methods in the field,
1.3 demonstrate knowledge of the importance of trends and their application to brands,
1.4 demonstrate familiarity with the theoretical and methodological developments in the field of knowledge,

Skills and abilities
2.1 demonstrate basic skills in trend analysis in fashion markets and systems,
2.2 critically reflect on and problematise around trend analysis in fashion as a practice and phenomenon.
2.3 use appropriate academic knowledge and theory to analyse trends in fashion.
2.4. apply and present trend analysis to a specific brand,

Evaluation ability and approach
3.1 with the support of the course literature, problematise around dominant perspectives and applications in fashion markets and systems,
3.2 evaluate the relevance of the trend analysis conducted on a specific brand,
3.3 with the support of relevant theory and previous research, problematise the link between trend analysis and economic, social and ecological sustainable development,
3.4 demonstrate the ability to identify their own need for additional knowledge and to take responsibility for their own knowledge development.

Forms of Teaching

The teaching in the course consists of lectures, workshops, seminars, and supervision.

The language of instruction is English.

Forms of Examination

The course is examined through two examination tasks.

Written Assignment 1: Completed in groups and reported in the form of an oral presentation during the seminar
Learning outcomes: 1.3, 2.1, 2.3, 2.3, 2,4, 3.2, 3.3, 3.4
Credits: 2.5
Grading scale: Pass/Fail

Written Assignment 2: Individual written assignment
Learning outcomes: 1.2, 1.4, 2.2, 2.3, 2.4, 3.1, 3.2, 3.3
Credits: 5
Grading scale: A-F

For a passing grade for the entire course, a passing grade is required for all examination components. The final grade is determined by the written exam.

If the student has a decision/recommendation regarding special pedagogical support from the University of Borås due to disability, the examiner has the right to adapt examinations. The examiner has to decide based on the syllabus's objectives whether the examinations can be adapted in accordance with the decision/recommendation.

The student's rights and obligations regarding examination are in accordance with guidelines and regulations in place at the University of Borås.

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

Kawamura, Y. (2005). *Fashion-ology: An Introduction to Fashion Studies.* Oxford: Berg.

Lantz, J. (2018). *The Trendmakers.* London: Bloomsbury Academic.

Mackinney-Valentin, M. (2010). *On the nature of trends: A Study of Trend Mechanisms in Contemporary Fashion.* Copenhagen: Danish Design School.

Rousso, C & Ostroff, N.K. (2018). *Fashion Foward: A Guide to Fashion Forecasting.* New York: Fairchild Books.

Additional course literature and other teaching materials are provided/informed about via the learning platform (max 400 pages).

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

Miscellaneous

The course is primarily a programme course in the Master's programme in Fashion Management and Marketing.

This syllabus is a translation from the Swedish original.