



Digital Marketing and Fashion Retail

Digital marknadsföring och modehandel

5 credits

Ladok Code: AE1MM1

Version: 1.0

Established by: Committee for Education in Business and Working Life 2026-03-13

Valid from: Spring 2026

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): Business Administration (G1F), Textile Management (G1F)

Disciplinary Domain: Social sciences

Prerequisites:

Subject Area: Business Administration

Grading Scale: Fail (U), Pass (G) or Pass with Distinction (VG)

Content

The course aims to provide students with fundamental knowledge of how digital marketing and fashion retail are organised and how these phenomena are influenced by the digitalisation of society. Particular emphasis is placed on current research on strategy and development work in relation to digital marketing and fashion retail. The course also provides students with historical and ethical perspectives on digital commerce and marketing. Practical examples illustrate how companies address challenges and opportunities in digital channels. The course also includes practical applications of digital communication related to fashion retail.

Learning Outcomes

After completing the course, the student should be able to,

Knowledge and understanding

- 1.1 explain different ways of organising digital marketing and fashion retail,
- 1.2 explain basic concepts, terms, and theories/models central to digital marketing and fashion retail,
- 1.3 describe different systems for digital marketing and commerce and their functions,

Skills and abilities

- 2.1 apply central concepts and key performance indicators commonly used in digital marketing and fashion retail,
- 2.2 collect data for quantitative analysis in relation to a research problem grounded in the course literature,
- 2.3 conduct quantitative analysis of collected empirical material with support from the course literature,
- 2.4 present the results of a quantitative analysis of empirical material in written, visual, and oral form using digital graphical tools,

Judgement and approach

- 3.1 critically discuss ethical aspects of digital marketing and commerce based on course literature and current research,
- 3.2 evaluate methods used in research on digital marketing and commerce based on course literature,
- 3.3 reflect on challenges and opportunities facing fashion retail in relation to the digitalisation of society.

Forms of Teaching

Teaching is conducted through lectures, seminars, and laboratory sessions.

The languages of instruction are English and Swedish.

Forms of Examination

The course will be examined through the following examination elements:

Exam: Individual written exam

Learning outcomes: 1.1-1.3, 2.1

Credits: 3

Grading scale: Fail (U), Pass (G) or Pass with Distinction (VG)

Project work: Carried out in groups, oral, written and visual presentation

Learning outcomes: 1.1-1.3, 2.1-2.4, 3.1-3.3

Credits: 1.5

Grading scale: Fail (U), Pass (G) or Pass with Distinction (VG)

Data collection: Conducted individually

Learning outcomes: 2.2-2.4, 3.2

Credits: 0.5

Grading scale: Fail (U), Pass (G) or Pass with Distinction (VG)

To receive a Pass for the entire course, students must pass all examination components. To receive Pass with distinction, all components must be graded Pass with distinction.

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

Harris, C. (latest edition). *The Fundamentals of Digital Fashion Marketing*. Bloomsbury.

Niemeier, S., Zocchi, A., & Catena, M. (latest edition). *Reshaping Retail*. Wiley and Sons. (Electronic resource)

Ozuem, W., & Ranfagni, S. (eds.) (latest edition). *The Art of Digital Marketing for Fashion and Luxury Brands: Marketspaces and Marketplaces*. Springer International Publishing AG.

Söderlund, M. (latest edition). *Experiments in Marketing*. Lund: Studentlitteratur.

Scientific articles and additional teaching materials will be provided via the learning platform (maximum 200 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 offered within the Bachelor's Programme in Textile Management, specialisation Fashion and Retail, and is also open to exchange students.

The syllabus is a translation from the Swedish original.