

Management and Aesthetics in Fashion Communication

Management och estetik med inriktning mot modekommunikation

7.5 credits

Ladok Code: 51ME02

Version: 13.0

Established by: Committee for Education in Business and Working Life 2018-06-11

Valid from: Autumn 2018

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): Business Administration (G2F)

Disciplinary Domain: Social sciences

Prerequisites: The student should have completed at least 112,5 credits within the Bachelor Programme in Textile Management and Business Administration, or equivalent.

Subject Area: Business Administration

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

Content

The course includes applied marketing communication and brand building where one works with a sustainable business idea in textiles and fashion. Furthermore, basic visual communication and graphic design, as well as trend analysis in fashion in image and text, are treated from a brand perspective.

Learning Outcomes

Upon completing the course, students should be able to:

Knowledge and understanding

1.1 describe basic concepts within applied marketing communication,

Skills and abilities

- 2.1 analyse trends in fashion,
- 2.2 develop a company's visual communication from a brand perspective,
- 2.3 conduct a presentation with visual tools, image, film and writing,
- 2.4 interpret and communicate the visual communication of a brand,
- 2.5 use software to carry out a basic mission in brand communication,
- 2.6 plan and implement their learning in groups with given time frames,
- 2.7 write a scientific text,

Evaluation ability and approach

- 3.1 value a company's visual communication and brand identity from a sustainability perspective as well as
- 3.2 evaluate academic literature in visual and brand communication.

Forms of Teaching

Tuition consists of:

- lectures
- seminars
- project work

The languages of instruction are English and Swedish.

Forms of Examination

The course will be examined through the following examination elements:

Written reflexive course report

Learning outcomes: 1.1, 2.1, 2.4, 2.7, 3.1, 3.2, 3.3

Credits: 3.5

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

Assignments

Learning outcomes: 1.1, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6

Credits: 3.0

Grading scale: U/G (Fail/Pass)

Seminar participation, opposition and presentation

Learning outcomes: 1.1, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1

Credits: 1.0

Grading scale: U/G (Fail/Pass)

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

Literature and Other Teaching Materials

Brannon, E. L. (2015). *Fashion Forecasting: Research, Analysis, and Presentation*, 4th edition, Fairchild, New York.

Bergström, B., (2017). *Effektiv visuell Kommunikation*, Carlssons förlag, Stockholm

Further literature and other study material is provided via the learning management system (maximum 200 pages).

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås which state that students' perspectives are to be collected. The course evaluation report is published and made available to participating and prospective students in accordance with the above guidelines and forms the basis for the future development of courses and educational programmes. Course coordinators are responsible for conducting the evaluations as described above.

Miscellaneous

The course is a program course primarily for students enrolled in the Bachelor Programme in Textile Management and Business Administration.

This syllabus is a translation from the Swedish original.