

Syllabus

for course at advanced level

**Consumer Culture Theory and Fashion
Konsumtionskulturteori och mode**

**7.5 Higher Education
Credits
7.5 ECTS credits**

Course code:	FS1406
Valid from:	Autumn 2012
Date of approval:	2012-03-21
Department	Department of Media Studies
Main field:	Fashion Studies
Specialisation:	A1N - Second cycle, has only first-cycle course/s as entry requirements

Decision

This syllabus was adopted by the Faculty Board of Humanities 2012-03-21.

Prerequisites and special admittance requirements

Bachelor of Arts or equivalent. English B/6 or equivalent.

Course structure

Examination code	Name	Higher Education Credits
1406	Consumer Culture Theory and Fashion	7.5

Course content

The course introduces students to consumer culture theory and uses this perspective as a background for a discussion about fashion-related phenomena. Students will investigate the dialectical processes between producers and consumers in which consumption is given meaning and market behaviours develop.

Learning outcomes

After completing the course, students are expected to be able to:

- Describe and critically evaluate different consumption culture theories and their relationship to fashion.
- Analyze how companies and consumers negotiate consumer views continuously in the global market.
- Explain the role that consumption, brands and advertising play in the creation of local consumption culture and fashion phenomenon.

Education

Instruction is given in the form of lectures and group seminars. All course elements are mandatory. The language of instruction is English. For more detailed information, please see the course description.

Forms of examination

a.) The course is examined through an individually written take-home assignment and an oral presentation. For more detailed information, please see the course description.

b.) Grades will be set according to a seven-point scale related to the learning objectives of the course:

A = Excellent
B = Very good

C = Good
D = Satisfactory
E = Adequate
Fx= Inadequate
F = Totally Inadequate

c.) Written grading criteria are announced when the course begins.

d.) In order to pass the course, students must receive a grade E minimum on all mandatory assignments and attend at least 80% of classes. Exceptions to the attendance rule are made in case of illness or under other special circumstances. The student may then be required to submit a supplementary assignment.

Assignments not submitted on time cannot receive higher grades than D. Exceptions are made in case of illness or under other special circumstances.

e.) For each course occasion, at least two opportunities for examination must be offered during the same semester. At least one examination opportunity shall also be given during semesters or years when the course is not offered. Students with a passing grade (E or higher) may not retake the exam for a higher grade. Students who receive the grade Fx or F twice by the same examiner are entitled to have another examiner appointed for the next examination, unless there are particular reasons to deny students this right. Such requests should be made to the Department Board. The completion of a supplementary assignment in order to convert the grade Fx into a passing grade on the home assignment may be permitted if the student is close to meeting the criteria for a passing grade.

f.) The supplementary assignment should be submitted within a week of the examiner notifying the student of the need to complete a supplementary assignment. Adequate corrections of flaws in the assignment related to understanding – minor misunderstandings, minor inaccuracies or too limited argumentation – can only receive grades D or E.

Interim

When the syllabus has been discontinued, students have the right to be examined according to this syllabus once per semester during a transition period of three semesters.

Required reading

Literature for the course is available at www.ims.su.se no later than one month ahead of the first class.