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Course Guidelines

Master Program in Fashion Studies, 2nd year Autumn semester 2017
UNIT 1, Consumer Culture Theory & Fashion, 7,5 ECTS

Course coordinator: Andrea Kollnitz, andrea.kollnitz@ims.su.se

Start of the course: 28 August 2017, 14.00, seminar room Wilson

Course description:

The course introduces you to consumer culture theory and uses this theoretical backdrop to a discussion about fashion related issues. In the global marketplace, companies and consumers are constantly negotiating over meanings. You are therefore introduced to the dialectical processes between firms and consumers in which the meanings of the market are created. Having completed the course you should be able to explain the role consumption, brands and advertising play in shaping views of fashion in contemporary consumer cultures.

The overall aim of the course is on the one hand to advance your understanding of fundamental models and theories within the field of Consumer Culture Theory and how these apply to the field of fashion. On the other hand the aim is to introduce and critically reflect on some of the most typical and central empirical phenomena in the consumer cultures of today.

The course will cover the following subjects:

- Theoretical approaches to consumer culture;
- Critical approaches to consumption;
- Consumption and identity;
- Fashion, subcultures, and style;
- Brands and consumption;

The course consists of a combination of lectures, group seminars and compulsory assignments. The lectures provide an overview of the different topics and issues in consumer culture theory and their relationship to fashion. The group seminars and the assignments provide an opportunity to discuss and apply the theoretical material.

Lectures, group seminars and the seminars are fully integrated. Students are expected to attend at least 80% of the total number of lectures. Attendance at seminars and submission of papers to the seminars is mandatory.

All coursework will be conducted in English.

Expected Learning outcomes:

Having completed the course you should be able to:

- describe and critically evaluate theories about consumer culture and their relation to fashion;
 - analyze how companies and consumers in the global marketplace are constantly negotiating over meanings of consumption;
 - explain the role consumption, brands and advertising play in shaping local consumer culture and fashion phenomena.
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Assessment :

The course is assessed through active participation in seminars, completion of written assignments and a written take-home exam.
100% of the overall grade is based on the final exam.

Final Exam

The final exam, which is an *individual* take-home exam, will be distributed to you during week 43 (between October 19 - October 25). The deadline for handing it in is during week 44 (Between October 26 - November 1). Dates are to be decided.

Seminars

During the seminars you will have to be prepared to present and discuss a group project. Before the first seminar you are to hand in a short description of your proposed group project, according to the instructions given at the last pages of these course guidelines. Before the second seminar you are to hand in your completed group project. If you do not hand in these assignments prior to the seminars you are not allowed to participate. If you fail to participate in one seminar you will have to write a short essay to compensate. Details about these make-up assignments will be distributed after the seminars. If you fail to participate in both seminars you will not be able to complete the course. The group assignment will be graded on a pass/fail basis. In order to pass the course you will need to have received a passing grade on the group project.

Students need to compose their written assignments so that they can be presented electronically, if the teacher so requires. Written exams may be scanned with the tool Urkund. Possible fraud, such as plagiarism, will be reported to the University Disciplinary Committee. Corrected exams can be collected at the Student Office.

Examination dates:

1. [2017-10-16 – 2017-10-30]
2. [2017-12-04 – 2017-12-18]

Assessment criteria::

Assessment is based on a criterion-referenced scale. A, B, C, D and E are approved grades. Fx and F are failed grades. In order to obtain final approval the course requires a minimum grade of E for the written exam and that all course requirements are met.

If you do not meet the deadline for the final exam you are allowed to hand it in at a later point in time. Note, however, that the highest possible grade to obtain for those handing in late is a **D**.

A	An excellent ability to synthesize conclusions that show understanding of how different theoretical approaches are related to each other, and how these affect the outcome of the analysis. Very good ability to independently and holistically problematize conceptual and practical aspects in the field of study.
B	Good ability to draw conclusions showing understanding of how different theoretical approaches are related to each other, and how these affect the outcome of the analyses. Ability to critically reflect on how the choices of theoretical and practical standpoints affect the outcome of the analysis.



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C	Good knowledge of concepts, models and theories in consumer culture theory. Ability to use these concepts, models and theories to <i>describe, analyze, and explain</i> consumer culture and its relation to fashion.
D	Good knowledge of concepts, models and theories in consumer culture theory. Rudimentary ability to use these concepts, models and theories to <i>describe and analyze</i> consumer culture and its relation to fashion.
E	Knowledge of concepts, models and theories in consumer culture theory. Rudimentary ability to use these concepts, models and theories to <i>describe</i> consumer culture and its relation to fashion.
FX	Insufficient: Mandatory course requirements are not met. Supplementary course work must be finished within one week after the result of the final exam has been reported.
F	Fail: No relevant knowledge. Handed in a defective examination or one that can not be assessed. Supplementary work is not accepted.

Plagiarism

As a student you will be writing and handing different types of written tasks. It is therefore fundamental that you know that all kind of plagiarism is strictly forbidden!

Plagiarism consists of:

- Students copying from each other;
- Students copying from internet, books, articles or other sources without a clear reference;
- Students passing a work or a citation as their own when it is not;
- All kind of cut-and-paste writing strategies.
- Any incident of this kind will be reported to the Disciplinary committee of Stockholm University. In case you are found guilty you might be suspended from the University for a period of time.

In order to avoid plagiarism you need to:

- Precise your sources by referring to the author, the book and the page in question;
- Mark that you are using someone else's words by marking it with a quotation mark;
- Precise whose thoughts you are presenting if they are not your own;
- Not pass your work to others.

Writing your own text in your own words is part of your learning process as a student and will develop your ability to think independently and express your thoughts in speech and writing.