



**LUND**  
UNIVERSITY

Faculty of Social Sciences

**SESA01, The Fashion Market: Innovation and Fashion  
Forecasting, 5 credits**  
*The Fashion Market: Innovation and Fashion Forecasting, 5  
högskolepoäng*  
First Cycle / Grundnivå

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### Details of approval

The syllabus was approved by the board of the Department of Service Studies on 2023-06-14 to be valid from 2024-01-15, spring semester 2024.

### General Information

This is a freestanding course.

*Language of instruction:* English

*Main field of studies*

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*Depth of study relative to the degree requirements*

G1N, First cycle, has only upper-secondary level entry requirements

### Learning outcomes

For a grade of Pass on the course, the students shall be able to:

#### Knowledge and understanding

- identify and explain different theoretical perspectives on trend analysis
- give an account of how different innovation practices drive the future fashion market

#### Competence and skills

- analyse and reflect on how innovation in the fashion industry relates to the future fashion market and trend analysis
- apply critical perspectives on how trend analysis is conducted

### Judgement and approach

critically review and reflect on how trend analysis is conducted in the fashion market.

## Course content

Trend analysis is a creative process that aims to survey and analyse cultural changes in society in order to anticipate the future. The aim of the course is for student to acquire knowledge of how trend analysis can be understood and how innovation creates new conditions for how trend analysis can be conducted. Here, innovation refers to how new digital tools can be used in trend analysis and the challenges that may be associated with the use of these tools. The course includes different theoretical perspectives on trend analysis and takes a critical perspective on how trend analysis is conducted by various organisations. During the course, the student also gains an insight into how different organisations use trend analysis through guest lectures that present a range of organisations.

## Course design

Teaching consists of lectures, guest lectures, workshops and seminars.

Participation in seminars and guest lectures is compulsory unless special circumstances apply. The opportunity to compensate for or resit compulsory components will be offered to students who have been unable to participate due to circumstances beyond their control such as accidents, illness or similar. This also applies to students who have missed teaching sessions because of duties as a student representative.

## Assessment

Assessment of the course is based on the following:

- Individual written assignment (3 credits)
- Seminar assignments in groups (2 credits)

Three opportunities for examination are offered in connection with the course: a first examination, a resit close to the first examination and a second resit in the same year. Within a year of the end of the course at least two additional examination opportunities on the same course content are offered. After that, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, Pass, Pass with distinction.

For the grade of Pass, the student must fulfil the learning outcomes specified for the course. For the grade of Pass with Distinction, the student must in addition demonstrate particular theoretical awareness and analytical ability. Module 2402 is an exception to the grading scale above. The grades awarded for this module are Pass or

Fail.

To be awarded the grade of Pass on the whole course, the student must have been awarded this grade on all components. To be awarded the grade of Pass with Distinction on the whole course, the student must have been awarded the grade of Pass with Distinction on module 2401.

At the start of the course, students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied in the course.

## **Entry requirements**

General requirements for university studies in Sweden

## Subcourses in SESA01, The Fashion Market: Innovation and Fashion Forecasting

Applies from V24

- 2401 Individual Written Assignment, 3,0 hp  
Grading scale: Fail, Pass, Pass with distinction
- 2402 Project Work, 2,0 hp  
Grading scale: Fail, Pass