



Management and Aesthetics in Product Communication Management och estetik med inriktning mot produktkommunikation

7.5 credits

Ladok Code: 51SM01

Version: 13.0

Established by: Committee for Education in Business and Working Life 2024-10-30

Valid from: Spring 2025

Education Cycle: First cycle

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

Disciplinary Domain: Social sciences

Prerequisites: Completed at least 120 credits in Textile Product Development and Entrepreneurship

Subject Area: Business Administration

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

Content

This course begins by examining the social and economic factors that have historically been important for the appearance of fashion. This is done by the students analysing each decade and the events that were the most important globally during that period. Then it is discussed how this in turn affected and changed fashion. The next step will be to look ahead and try to predict future fashion – this is done through an analysis where we try to identify what the next trend will be. The next step is for the students to create a business idea in groups with a focus on sustainable textile products or services. They create fictitious companies for which they produce marketing material in the form of a Graphic Profile/Visual Identity. In the course, we also go through the basics of photography, typography, graphic design, and the necessary digital tools required for students to communicate their acquired knowledge and skills in marketing communication and branding. The final presentation is open to everyone and the results of the course are summarised on posters that form an exhibition. Finally, everyone writes an individual essay based on given questions where they are also expected to analyse and reflect on their own efforts.

Learning Outcomes

After completing the course, students will be able to:

Knowledge and understanding

- 1.1. describe basic concepts in visual communication and analyse how it is used to create trends,
- 1.2. explain and critically examine the relationship between economics and aesthetics in the textile industry in a global context,
- 1.3. explore how different design concepts for marketing a product affect communication to the target audience,

Skills and abilities

- 2.1. apply different digital tools to visually present textile business opportunities to different target groups,
- 2.2. use the concept of brand platform as a tool to analyse a company,
- 2.3. manage deadlines and plan and implement their learning in a group,
- 2.4. develop alternative design ideas and solutions to promote a product;

Judgement and approach

- 3.1. problematise and critically analyse the strategies textile companies use to interact with their customers.

Forms of Teaching

The course contains the following components:

- Lectures
- Seminars
- Project work

The language of instruction is English. However, instruction in Swedish may occur.

Forms of Examination

The course will be examined through the following examination elements:

Task 1. Zeitgeist: Submission task: carried out in groups, presented in writing and orally

Learning outcomes: 1.2, 2.1, 2.3

Credits: 1.5

Grading scale: Fail (U) or Pass (G)

Task 2. Trend analysis Submission task: completed in groups, presented in writing and orally

Learning outcomes: 1.1, 1.3, 2.1, 2.3-2.4, 3.1

Credits: 1.5

Grading scale: Fail (U) or Pass (G)

Task 3. Brand communication Submission task: completed in a group, presented in writing and orally

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

Credits: 3

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

Task 4. Essay Submission task: completed individually, presented in writing

Learning outcomes: 1.2-1.3, 2.1-2.2, 2.4, 3.1

Credits: 1.5

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

For the grade Pass with distinction, Pass with distinction is required on Assignment 3 and Assignment 4.

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

Course literature

Bergström, B. (2017). *The Classic Essentials of Visual Communication*, Water publishing, Audiobook.

Brannon, E. L. & Divita, L.R. (2015). *Fashion Forecasting Presentation*, Fairchild books, Chapter 4 on Canvas.

Wheeler, A. & Meyerson, R. (2024). *Designing brand identity*, John Wiley Sons Inc.

Reference literature

Best, K. (2019). *Design Management*, Bloomsbury.

Bramston, D. (2010). *Basic product design 03: Visual Conversations*, AVA academia, Audiobook

Student Influence and Evaluation

The course is evaluated according to current guidelines for course evaluations at the University of Borås, where student perspectives will be gathered. 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 degree programmes. The course coordinator is responsible for ensuring that these guidelines are followed in order to carry out the evaluation described above.

Miscellaneous

The course is primarily a programme course for Textile Product Development and Entrepreneurship.