

COURSE DETAIL

CONSUMPTION AND FASHION TREND

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

55

UCEAP Course Suffix**UCEAP Official Title**

CONSUMPTION AND FASHION TREND

UCEAP Transcript Title

CONSUMPTION&FASHION

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course surveys the rapidly changing environment which significantly influences consumer culture; in particular, examining how the shift in consumer trends centered around luxury fashion is creating a new culture across clothing, food, and living. The course establishes a creative mindset allowing students to articulate their own brand and trends by understanding the history and culture of fashion, as well as the changes in luxury brands and lifestyles. Students will learn to identify and understand the history and culture of fashion in relation to consumption trends; the change of luxury brands and lifestyles; and to present and discuss current issues in global consumption and fashion trends.

Language(s) of Instruction

Korean

Host Institution Course Number

YCI1851

Host Institution Course Title

CONSUMPTION AND FASHION TREND

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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