

B. Voc. in Fashion Design **Semester- IV**

FASHION MERCHANDISING & MARKETING

Course Name : Fashion Merchandising & Marketing

Credits : 4

Pre-Requisite :

NIL Hours : 60

Aim – to introduce students to aspects of fashion merchandising and marketing and to impart knowledge about various product standards and product specifications and the process of product development towards market need.

Units	Course Contents	No. of hours
Unit I	<ul style="list-style-type: none">● Definitions of marketing, concepts, functions, nature, marketing environment● Marketing mix (4P's of marketing)● Segmentation, Targeting, Positioning● Analysis of consumer, markets and consumer behavior	10
Unit II	<ul style="list-style-type: none">● Product Mix, Product Life Cycle, New Product Development● Pricing objectives & pricing methods● Distribution channels: types, levels, development● Marketing channels, retailing and its types, wholesaling● Retail fashion promotion - sales promotion, advertising, branding, public relation, special events	10
Unit III	<ul style="list-style-type: none">● Merchandising – definition, role, responsibilities & importance of a merchandiser● Types of merchandising – Fashion, Retail & Export● Merchandiser & Buyer - Calendar/ Buying plan● Open to buy● Sourcing – Types of sourcing, factors affecting sourcing decisions	14

<p>Unit IV</p>	<ul style="list-style-type: none"> ● Visual Merchandising (VM): introduction, objectives, concepts & growth ● Visual Merchandising as a support for positioning strategy ● Challenges & prospects of Visual Merchandising 	<p>14</p>
<p>Unit V</p>	<ul style="list-style-type: none"> ● Digital Marketing – Internet marketing/ Online marketing ● Access the realm of social media ● E-commerce 	<p>12</p>

Learning Outcomes:

1. Acquire theoretical and technological knowledge of current business and professional practices leading to marketing and merchandising fashion products both locally and globally
2. Investigate, analyze and interpret trends on design, materials and trims in fashion and related industry either locally or globally
3. Apply management topics to manage, control, and improve industry environments.

Assessments

Assessment 1 (80%) – Theory paper exam
 Assessment 2 (20%) – Project report submission

Learning and Teaching Strategy

The course is delivered via face-to-face mode; Classes will consist of lectures, demonstrations, market visits & surveys, self-work by the students and presentations.

References

- Gini Stephens Frings, (2007), *Fashion from Concept to Consumer*, New Jersey, Pearson Prentice Hall.
- Karl Moore and Niketh Pareek, (2010), *Marketing the Basics*, London Routledge Publications.
- Jeannette A. Jarrow, (2002), *Inside the Fashion Business*, New Jersey, Prentice Hall Publishing.
- Elaine Stone, Jean A. Samples., (1985) - *Fashion Merchandising*, McGraw Hill Book Company.
- Mike Easey (1995) - *Fashion Marketing*, Oxford University press to Wynford Drive, Don Mills, Ontario.

Internship

Course Name : Internship

Credits : 14

Pre-Requisite : NIL

Hours : 420

Aim - To acquaint students with various departments of an Apparel Industry and to get working Experience in the industry. While working on the projects in the industry, students are able to choose area of interest for their future goals.

Units	Course Contents	No. of hours
Unit I	Briefing about the purpose and objective of Industry internship. Instructions and important points regarding Internship experience.	4
Unit II	Understanding various departments Understanding of various tasks of the Industry	200
Unit III	Industry work handling in specific department or handling any project handling (according to the task given)	200
Unit IV	Preparing Industry reports (having visual references, if Industry allows) with critical analysis and reflection	16

Learning Outcome:

- Students will be able to get an understanding of various departments in an Apparel industry.
- Students will get an opportunity to work in an industry.
- Student will be able to identify their area of interest while working in the Industry and will be able to identify a position they wish to hold in future.

Assessments

Assessment 1: 80% Report: - A report has to be prepared which should have two parts as given below: -

- a. Detailed description of various Departments of the Industry.
- b. Details of Work undertaken by the student at the Industry.

A Report on MS word has to be prepared along with different Pictures, Flowcharts and illustration where ever necessary.

Assessment 2 : Presentation 20% :- An Article (Garment/other) has to be submitted along with the report and verbal Presentation has to be done supplemented by relevant Audio –Visual Aids (PPT, Charts, models, Swatch File, Trimming Folder etc.)

Note:- Chaptalization of the report can be decided by the respective mentors.

Learning and Teaching Strategy

- The internship will be done in under the guidance of the Industry mentor.
- Interaction and discussions with Academic mentor with mentees.