

ESSENTIAL READINGS:

- Kotler P and Armstrong G. (2017). *Principles of Marketing* (17th Edition). New Delhi: Prentice Hall of India
- Krishnakumar, M., (2010), *Apparel Merchandising, An integrated Approach*, Abishek Publications
- Mary G. Wolfe, (2017), *Fashion Marketing & Merchandising*, Goodheart-Willcox Pub
- Stone Elaine, Farnan Sheryl A., (2023), *The Dynamics of Fashion*, Fairchild Books
- V. Ramesh Babu (Author), A. Arunraj, (2019), *Fashion Marketing Management*, Woodhead Publishing India Pvt Ltd

SUGGESTED READINGS:

- Harriet Posner, (2015), *Marketing Fashion*, Laurence King Publishing
- Olga Mitterfellner, (2019), *Fashion Marketing and Communication: Theory and Practice Across the Fashion Industry*, Routledge
- Wendy K. Bondoni, (2017), *Social Media for Fashion Marketing: Storytelling in a Digital World*, Fairchild Books

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**B.A (Prog.) with Apparel Design and Construction (ADC) as Non-Major
Category-III**

**DISCIPLINE SPECIFIC CORE COURSE – DSC-12-ADC:
APPAREL MARKETING AND MERCHANDISING**

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical/ Practice		
Apparel Marketing & Merchandising	4	3	0	1	Class XII	NIL

Learning Objectives:

- To introduce the learners to the principles of apparel marketing.
- To create an understanding of the fashion trend forecasting process.
- To impart basic knowledge relating to apparel merchandising in garment industry and retail.

Learning Outcomes:

After completion of the course, the students will be able to:

- Explain the role and application of the 4 Ps in apparel marketing
- List and explain the importance and methods of market segmentation, targeting and positioning
- Explain the process of fashion forecasting and compare qualitative and quantitative methods of forecasting.

- Describe the role and functions of a merchandiser in garment industry and retail.

SYLLABUS OF DSC-12

THEORY (Credits 3; Hours 45)

UNIT – 1: Fundamentals of Apparel Marketing

20 Hours

This unit introduces the students to the concepts of marketing as applied to apparels

- Marketing Concept, Marketing Mix - 4Ps of Marketing
- Product - Product classification, Product mix, product life cycle and marketing strategies; Branding and brand attributes
- Price - Factors affecting price, Methods of price fixation
- Place - Channels of distribution, Factors affecting Channels of distribution
- Promotion – Advertising, Publicity, Personal selling, Sales promotion
- Market: Segmentation, Targeting & Positioning, Advantages and types of market segmentation

UNIT 2: Fashion Trend Forecasting

10 Hours

This unit imparts basic knowledge of fashion trend forecasting.

- Function and process of Forecasting
- Long term and short term forecasting
- Qualitative and Quantitative forecasting
- Sources of Fashion Forecasting Information

UNIT – 3: Basics of Apparel Merchandising

15 Hours

This unit provides an understanding of the role and functions of a merchandiser in garment industry and retail

- Concept of merchandising
- Merchandising Process
- Apparel retail – Meaning, retail formats
- Role of a merchandiser in garment Industry
- Role of a merchandiser in apparel retail
- Merchandise Category-Staple, Fashion & Seasonal; Assortment Planning

PRACTICAL (Credits 1; Hours 30)

1. Study of Fashion forecast: Development of mood boards & theme boards depicting colour, silhouettes & detailing, material & textures, print & graphics, accessories
2. Case study of an apparel brand- signage, logo, tagline, positioning, target market, product mix
3. Comparative survey of Apparel Retail stores
4. Development of Promotional material – Brand, Logo, Visiting card, Print advertisement, Shopping bag

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