

Bachelors in Arts with With Community Science
Category-V

DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-FAS 13-HSC:
APPAREL MARKETING AND MERCHANDISING

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

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

Learning Objectives

- To introduce the learners to the principles of apparel marketing.
- To study fundamentals of marketing including product and brand management.
- To gain insights into pricing and promotional strategies in the apparel retail industry.
- To impart basic knowledge related to apparel merchandising in garment industry and retail.

Learning Outcomes

The students would 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
- Describe the role and functions of a merchandiser in garment industry and retail.
- Understand the concepts related to Visual Merchandising.
- Learn about the retail environment and emerging trends.

THEORY
(Credits 3; Hours 45)

UNIT I: Fundamentals of Apparel Marketing

8 Hours

This unit introduces the students to the concepts of marketing as applied to apparel along with Segmentation, Targeting & Positioning.

- Marketing Concept, Marketing Mix - 4Ps of Marketing
- Market: Segmentation, Targeting & Positioning. Advantages and types of market segmentation

UNIT II: Marketing Mix Strategies

15 Hours

This unit introduces key marketing mix strategies, including product management, branding, pricing, distribution channels, and promotional tools used to position products and achieve success in competitive markets.

- 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

UNIT III: Fashion Trend Forecasting

10 Hours

This unit imparts basic knowledge of fashion trend forecasting.

- Function and process of Forecasting
- Types of forecasting: long term and short term, Qualitative and Quantitative
- Sources of Fashion Forecasting Information

UNIT IV: Basics of Apparel Merchandising

12 Hours

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

- Concept and process of merchandising
- Role of a merchandiser in garment industry
- Apparel retail – Characteristics, Retail formats
- Merchandising in apparel retail - Merchandise Category, Assortment Planning
- Overview of Visual Merchandising

TUTORIALS (Credits 1; Hours 15)

1. Case study analysis of Marketing Mix: Branding strategies, Pricing methods, Promotion strategies for select apparel brands.
2. Market survey and consumer profiling exercise to understand Segmentation, Targeting and Positioning in the fashion market.
3. Assignment on Trend analysis involving interpretation of fashion forecast reports, runway reviews, etc.
4. Retail format analysis through store visits and structured observation of merchandise categories and assortment planning.
5. Project on Visual Merchandising based on window displays, in-store layout, and promotional strategies.
6. Any other academic work that demonstrates the student's ability to apply the concepts learnt in the subject.
7. Evaluation and feedback by the teacher

Essential Readings

UNIT I

This unit introduces the principles of apparel marketing, including the marketing mix, market segmentation, targeting, and positioning strategies for effectively marketing apparel products.

- **Babu, V. R., & Arunraj, A.** (2019). *Fashion Marketing Management*. Woodhead Publishing India Pvt. Ltd.

- **Kotler, P., & Armstrong, G.** (2017). *Principles of Marketing (17th ed.)*. Prentice Hall of India.

UNIT II

This unit covers product lifecycle, brand management, pricing, distribution, and promotional strategies for effective product positioning, differentiation, and market success.

- **Mitterfellner, O.** (2019). *Fashion Marketing and Communication Theory and Practice Across the Fashion Industry*. Routledge.
- **Jain, J.N. and Singh, P.P.** (2007) *Modern Marketing Management- Principles and Techniques*. New Delhi: Regal Publications.
- **Posner, H.** (2024). *Marketing Fashion Strategy Branding and Promotion*. Laurence King Publishing.

UNIT III

This unit introduces fashion trend forecasting, including its functions, processes, types, approaches, and key information sources for guiding design and marketing decisions.

- **Stone, E., & Farnan, S. A.** (2023). *The Dynamics of Fashion*. Fairchild Books.
- **Frings G.** (2013). *Fashion-From Concept to Consumer (9th Edition)*. USA: Prentice Hall Publications

UNIT IV

This unit introduces merchandising in the garment and retail sectors, covering the role of merchandisers, apparel retail formats, assortment planning, and visual merchandising.

- **Shahi, P.** (2024). *Fashion Forward Merchandising in the Digital Era*. Abhishek Publications.
- **Levy, M, Weitz, B.A. and Pandit, A.** (2008). *Retailing Management*, Delhi: Tata McGraw Hill Education Private Limited.
- **Bailey, S.** (2021). *Visual Merchandising for Fashion*. Ava Publications.
- **Krishnakumar, M.** (2010). *Apparel Merchandising An Integrated Approach*. Abishek Publications.
- **Clark. J.** (2014) *Fashion Merchandising Principles and practice*, Suffolk: Lavenham

Suggested Readings

- **Bendoni, W. K.** (2017). *Social Media for Fashion Marketing Storytelling in a Digital World*. Fairchild Books.
- **Wolfe, M. G.** (2017). *Fashion Marketing and Merchandising*. Goodheart-Willcox Publications.
- **Diamond, J., Diamond, E. and Litt, S.D.** (2006) *Fashion Retailing- A Multi- Channel Approach*: Bloomsbury Publishing Inc.
- **Jain, J.N. and Singh, P.P.** (2007) *Modern Marketing Management- Principles and Techniques*. New Delhi: Regal Publications.
- **Kunz, I, and Grace 3rd.ed.** (2009). *Merchandising*, New York. Fairchild publications.

Note: Examination scheme and mode shall be as prescribed by the Examination branch, University of Delhi, from time to time