

DISCIPLINE SPECIFIC ELECTIVE COURSE
DSE HH 7D3: FASHION MARKETING AND MERCHANDISING

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical		
Fashion Marketing and Merchandising DSE HH 703	4	2	0	2	Studied Semester VI	Nil

Learning Objectives

- To understand the fundamentals of fashion retailing and merchandise planning.
- To study core marketing principles, including product and brand management.
- To gain insights into pricing and promotional strategies in the fashion retail industry.

Learning Outcomes

- Knowledge of merchandising activities in a retail setup
- Develop and apply effective Merchandise Planning, Assortment Management, and Inventory Control techniques in a retail setting
- Knowledge of Product Planning and development, and Brand Management Strategies.
- Skill to deliver the customer value through Integrated Marketing Communication strategy.
- Design customer driven Marketing Mix strategy.

SYLLABUS OF DSE HH 703

THEORY
(Credits 2; Hours 30)

UNIT I: Fundamentals of Marketing Management

6 Hours

In this unit, students will gain knowledge of the foundational principles of marketing. They will understand the importance of the 4P's of marketing and learn to segment and target markets effectively.

- Importance and Scope of Marketing
- Core Elements of Marketing: The 4P's
- Market Segmentation and Targeting

UNIT II: Product and Brand Management

7 Hours

This unit introduces students to product lifecycle management, brand management concepts, and positioning strategies. Emphasis is placed on developing strong brands and differentiating products in competitive markets.

- Product Mix, Product Classification & Lifecycle
- Brand Management
 - Brand Attributes, Identity, and Image
 - Branding Strategies

Product Positioning and Differentiation in Competitive Markets

UNIT III: Pricing and Promotion Strategies
Hours

6

In this unit, students will understand various pricing strategies and promotional techniques to improve market reach. They will also learn about integrated marketing communications and its role in product success.

- New Product Pricing Strategies
- Product Mix Pricing Strategies
- Integrated Marketing Communication Strategy
- Development And Managing Advertising Programs
- Sales Promotion and Personal Selling

UNIT IV: Introduction to Fashion Retailing
Hours

6

In this unit, students will explore the retail environment, its emerging trends, and various types of retail formats. They will also learn the importance of visual merchandising in driving customer engagement and enhancing sales.

- Overview of Retail Environment and Emerging Trends
- Classification of Retail Institutions and Formats

- Visual Merchandising in Retail

UNIT V: Merchandise Planning and Management Hours

6

This unit focuses on the core concepts of merchandising, types of merchandise, and effective planning techniques. Students will understand how to create assortment plans and set appropriate inventory levels to meet market demands.

- Concept of Merchandising
- Merchandise Categories: Staple, Fashion, and Seasonal
- Assortment Planning
- Setting Product Availability and Inventory Levels

PRACTICAL

(Credit 2; Hours 60)

1. Demographic Analysis of the Indian Market

- Study and analyze the demographics and psychographics of the Indian market to understand consumer preferences, purchasing behaviour, and market segmentation.

2. Branding and Positioning Strategies

- **Case Study Analysis:** Select a renowned fashion brand and evaluate its branding (focusing on brand identity, attributes etc.) and its positioning strategies in the Indian market.
- **Create a Brand Strategy:** Develop a comprehensive branding framework for a hypothetical brand, including logo, tagline, and positioning statement, highlighting its unique selling propositions (USP) and differentiation strategies.
- **Competitor Analysis:** Compare and contrast the branding and positioning strategies of two competing brands.

3. Visual Merchandising and Customer Engagement

- **Store Visit and Analysis:** Observe and document the visual merchandising strategies of a retail store, assessing its impact on customer engagement and sales.
- **Design and Develop:** Create a visual merchandising display concept for a fashion retail store, incorporating elements like layout, color schemes, and product placement.

4. Promotion and Communication Strategies

- **Promotion Analysis:** Examine the influence of promotional activities, such as advertising campaigns, discounts, and offers, on consumer behaviour and purchase decisions.
- **Develop a Communication Strategy:** Create a promotional plan for a hypothetical fashion brand, integrating both traditional media (print, television) and social media platforms targeting a specific demographic.

5. Retail Trends and Innovation

- **New Retail Formats:** Study and analyze how brands use new retail formats such as pop-up stores, concept stores, and hybrid stores to attract customers.
- **Channels Effectiveness:** Compare the effectiveness of two marketing channels (e.g., e-commerce vs. social commerce) for driving sales / Explore the use and impact of marketing channels such as influencer marketing, social commerce, e-commerce, mobile apps, and loyalty programs.

6. Merchandise Planning and Assortment Development

- Develop an assortment plan for a specific product category for a retail store, focusing on branding and positioning to align with target consumer preference

Essential Readings

- Levy, M, Weitz, B.A. and Pandit, A. (2008) *Retailing Management*, Delhi: Tata McGraw Hill Education Private Limited.
- Kotler, P., Keller, K.L., Koshy, A. and Jha, M. (2012) *Marketing Management* 14th ed.: Pearson.
- Pegler, M. (2006) *Visual Merchandising and Display*, New York: Fairchild Publications Inc.
- Clark, J. (2014) *Fashion Merchandising Principles and practice*, Suffolk: Lavenham press ltd.

Suggested Readings

- 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, Inc.
- Posner, H. (2015) *Marketing Fashion –Strategy, Branding and promotion*, 2nd ed., Laurence King Publishing.
- Robbins, P.S. and Dcenzo, A. D. (2005). *Fundamentals of management- essential concepts and Applications* 5th ed. : Pearson education Inc, Dorling kindersley (India) pvt. ltd.
- Belch, E. G. and Belch, A.M. (2003). *Advertising and Promotion- An integrated marketing communications perspective* 6th ed.: Tata McGraw-Hill publishing company ltd.
- Poloian, G.L.(2009). *Multichannel Retailing* : Fairchild Books-New York.

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