

DISCIPLINE SPECIFIC ELECTIVE COURSE
DSE HP 8D3: FASHION RETAILING AND MARKETING

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 Retailing And Marketing DSE HP 803	4	3	1	0	Studied Semester VII	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 HP 803

THEORY
(Credits 2; Hours 45)

UNIT I: Introduction to Fashion Retailing

7 Hours

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
- MultiChannel Retail

UNIT II: Merchandise Planning and Management

10 Hours

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

UNIT III: Marketing Management and Product Branding

18 Hours

This unit covers the foundational principles of marketing, product lifecycle management, brand management concepts, and positioning strategies. Students learn to understand the 4P's of marketing, segment and target markets, develop strong brands, and differentiate products in competitive markets

- Importance and Scope of Marketing
- Core Elements of Marketing: The 4P's
- Market Segmentation and Targeting
- Product Mix, Product Classification & Lifecycle
- Brand Management
 - Brand Attributes, Identity, and Image
 - Branding Strategies
 - Product Positioning and Differentiation in Competitive Markets

UNIT IV: Pricing and Promotion

10 Hours

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.

- Pricing Objectives and Strategies
- Development And Managing Advertising Programs
- Sales Promotion and Personal Selling

TUTORIAL (Credit 1; Hours 15)

Interactive discussions and presentations on marketing mix of various fashion brands and their retail formats and merchandise categories

1. Demographic Analysis of the Indian Market

- **Discussion:** Overview of Indian consumer demographics and psychographics.
- **Class Activity:** Students analyze real-life examples of consumer segmentation and discuss their impact on purchasing behavior.

2. Branding and Positioning Strategies

- **Case Study:** Review and discussion on branding and positioning strategies of a well-known fashion brand.
- **Student Presentations:** Groups present insights and propose alternative branding strategies

3. Promotion and Communication Strategies

- **Activity:** Create a simple communication plan for a hypothetical fashion brand, incorporating traditional and social media elements. .

4. Retail Trends and Innovation

- **Discussion** on innovative retail formats like pop-up stores and their role in attracting customers.
- **Group Activity:** Compare two marketing channels and discuss their effectiveness in reaching target consumers.

5. Merchandise Planning and Assortment Development

- **Exercise:** Develop a basic assortment plan for a specific product category, focusing on target consumer preferences.
- **Feedback Session:** Groups present their plans and receive input on aligning with consumer preferences and branding goals.

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* 14thed.: 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 3rded. (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* 5thed. : 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

- Posner, H. (2015) *Marketing Fashion –Strategy, Branding and promotion*, 2nd ed., Laurence King Publishing.
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