



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Textile Technology**  
**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**Generic Elective for UG Courses**  
**(2021-2025)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
<b>BTTX903</b>	<b>GE</b>	<b>FASHION MERCHANDISING</b>	<b>60</b>	<b>20</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C – Credit.

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Educational Objectives (CEOs):**

1. Students will get knowledge about the fashion merchandising process.
2. Student will gain knowledge about the trends of fashion, marketing, sourcing of garments and markets.

**Course Outcomes (COs):**

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

1. Apply the knowledge in marketing of garment.
2. Prepare the plan for sales of garment.
3. Analyze the factors contributing to the trends of fashions.

**Syllabus:**

**Unit-I Marketing Segmentation, Targeting and Positioning**

**10 HRS**

Marketing: Objectives and functions; Types of markets - domestic and international; Consumer behavior; Marketing mix; Market segmentation, targeting and positioning.

**Unit-II Merchandising**

**10 HRS**

Merchandising: Definition, scope and function of merchandising; roles and responsibilities of merchandiser; merchandise planning; buying cycle, different types of samples-Fit Sample, Proto Sample, Sales man Samples, Size Set Sample, GPT, PP and TOP Sample.

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**Unit-III Fashion Retailing**

**9 HRS**

Fashion Merchandising: Principles, scope and components of Fashion; Fashion retailing: Types of retail operations; different store formats-Departmental, Specialty, Discount, Factory Outlet, Shopping mall, Online retailing; Visual merchandising: Definition and purpose, prerequisites of store layout.

**Unit-IV Apparel Sourcing and Costing**

**8 HRS**

Pricing and Sourcing: Determining Pricing of apparel products, Factors affecting price structure in apparel; Sourcing - Definition, Need and important factors in sourcing, Methods of sourcing

**Unit-V Merchandising Functions**

**8 HRS**

Time Management: Time management in merchandising, production scheduling, fashion forecasting, Computer applications in merchandising

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**Text Books:**

1. Marketing Management; Philip Kotler and Kevin Keller; Pearson publication; 15<sup>th</sup> Edition, 2015.
2. Fashion Merchandising; Elaine Stone; McGraw Hill publisher, 2016.
3. Fashion retailing; Dimitri Koumbis; Fairchild book's publication, 2018.
4. Visual merchandising; Tony Morgan; Laurence king publisher; 2<sup>nd</sup> Edition, 2011.

**References:**

1. Fashion buying and merchandising; Miguel Hebrero; Createspace in dependent publisher, 2015.
2. Fashion buying and merchandising management; Tim Jackson; David Shaw; Palgrave Macmillan publisher, 2000.
3. Visual merchandising; Swati Bhalla; Anurag Singhal; McGraw Hill Education publisher, 2017.

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