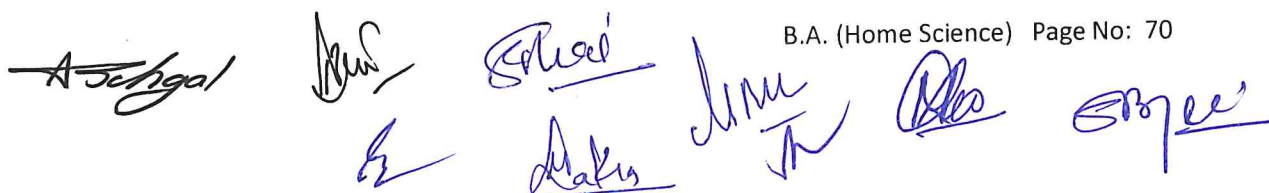


**FOUR YEAR UNDERGRADUATE PROGRAM (2024 – 28)**  
**Department of Home Science**  
**Course Curriculum**

<b>Part A: Introduction</b>			
Program: <b>Bachelor in Arts (Honors)</b>		Semester: VII	Session: <b>2024-2025</b>
1	Course Code	HSSE- 07T	
2	Course Title	<b>FASHION MARKETING &amp; MERCHANDISING</b>	
3	Course Type	DSE	
4	Pre-requisite(if any)	<i>As per Program</i>	
5	Course Learning Outcomes (CLO)	<p>A successful completion of this course will enable students to</p> <ul style="list-style-type: none"> <li>• Explain how fashion marketing and merchandising can help the fashion industry.</li> <li>• Define role and responsibilities of fashion marketers and fashion merchandisers.</li> <li>• Identify target markets and build consumer profiles for fashion products</li> <li>• Select promotional tool suitable for potential customers.</li> <li>• Develop a promotional plan and promote a merchandise</li> <li>• Make market visits and negotiate with vendors</li> <li>• Develop and prepare merchandise plan as well as a merchandise assortment</li> <li>• Establish and use inventory control systems.</li> </ul>	
6	Credit Value	<b>3 C</b>	<b>1 Credit = 15 Hours - learning &amp; Observation</b>
7	Total Marks	<b>Max. Marks: 100</b>	<b>Min Passing Marks : 40</b>

<b>Part B: Content of the Course</b>		
No. of Teaching-learning Periods (1 hour per period : 45 Period (45 hours)		
<b>Unit</b>	<b>Topics (Course Contents)</b>	<b>No. of Periods</b>
1	<p>Basic Concepts of Fashion Marketing and Merchandising</p> <p>1. Introduction to marketing: meaning and definition.</p> <ul style="list-style-type: none"> <li>• Nature, scope, types and function</li> <li>• Product life cycle</li> </ul> <p>2. The marketing environment: macro and micro</p> <p>3. Areas of fashion marketing and merchandising: public relations, brand management, event planning, customer relations, social media, advertising, retail buying, store management, fashion buying, visual merchandising.</p>	12

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2	<b>Researching the Fashion Market and Consumer</b> <ul style="list-style-type: none"> <li>• The fashion consumer and organizational buyer</li> <li>• Segmentation and the marketing mix</li> <li>• Marketing research: meaning, definition, types, Importance and advantage of research</li> <li>• Market Report: meaning, types and market terminology</li> </ul>	11
3	<b>Fashion Marketing Communication and Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Promotion tools for fashion marketing: advertising, sales promotion, packaging, public relations and publicity, visual merchandising.</li> <li>• The changing impact of IT on fashion retailing</li> <li>• The impact of new manufacturing techniques</li> <li>• Entrepreneurship: meaning, definition, nature, types and qualities of a successful entrepreneur</li> </ul>	11
4	<b>Merchandise Management and salesmanship</b> <ul style="list-style-type: none"> <li>• Types of Merchandise</li> <li>• Six rights of merchandising and their importance</li> <li>• Salesmanship: meaning, definition, characteristics, essentials of successful salesmanship</li> <li>• Duties &amp; main qualities of successful salesmanship</li> </ul>	11
<b>Keywords:</b> Fashion Marketing, Merchandizing, Fashion Business, Consumer Sales Management, Segmentation		

<b>Part C: Learning Resources</b>	
Text Books, Reference Books, Other Resources	
<b>Text Book Recommended</b>	
<ul style="list-style-type: none"> <li>• Bliss, L. L. (1995) Study Guide Visual Merchandising and Display 3<sup>rd</sup> ed. Fair child Publications.</li> <li>• Bly the, J. (2006), Principles and Practice of Marketing, Thomson, London.</li> <li>• Easey M. (2009), Fashion Marketing, 3<sup>rd</sup> ed. United Kingdom : Blackwell Publishing</li> <li>• Elaine, S. (2013) The Dynamics of Fashion. 4<sup>th</sup> ed. New York: Bloomsbury publication</li> <li>• Kotler, P. and Gary, A. (2001) Principles of Marketing. 9<sup>th</sup> ed. Upper Saddle River, N.J.: Prentice Hall</li> <li>• Wolfe, M. (2009) Fashion Marketing &amp; Merchandising, 3<sup>rd</sup> ed. United States: Good heart willcox publishing</li> </ul>	
<b>Other Resources-</b>	
<ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=CeTlj-GQizA">https://www.youtube.com/watch?v=CeTlj-GQizA</a></li> <li>• <a href="https://www.retail.org.au/news-and-insights/the-six-rights-of-merchandising">https://www.retail.org.au/news-and-insights/the-six-rights-of-merchandising</a></li> <li>• <a href="https://study.com/academy/lesson/video/inventory-control-systems-types-purpose.html">https://study.com/academy/lesson/video/inventory-control-systems-types-purpose.html</a></li> </ul>	

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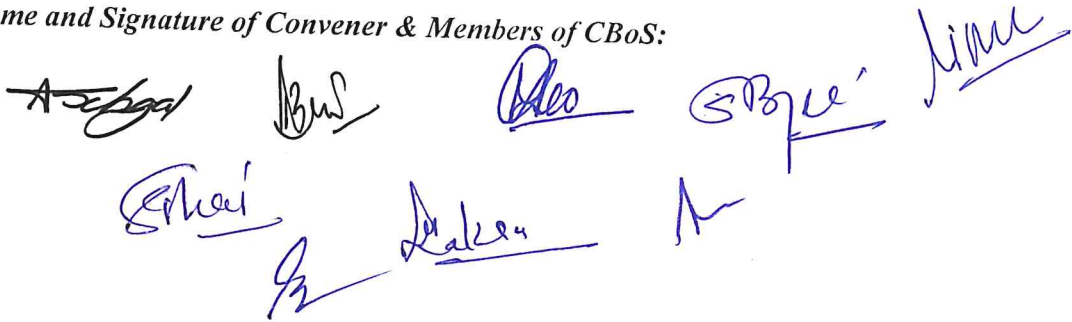
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<b>Part D: Assessment and Evaluation</b>		
Suggested Continuous Evaluation Methods:		
Maximum Marks:	100 Marks	
Continuous Internal Assessment (CIA):	30 Marks	
End Semester Exam (ESE):	70 Marks	
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test / Quiz-(2): 20 +20 Assignment / Seminar - 10 Total Marks - 30	Better marks out of the two Test / Quiz + obtained marks in Assignment shall be considered against 30 Marks
End Semester Exam (ESE):	<b>Two section – A &amp; B</b> Section A: Q1 Objective-10x1=10 Mark; Q2.Short answer type-5x4=20 Marks Section B: Descriptive answer type qts.1 out of 2 from each unit-4x10=40 Marks	

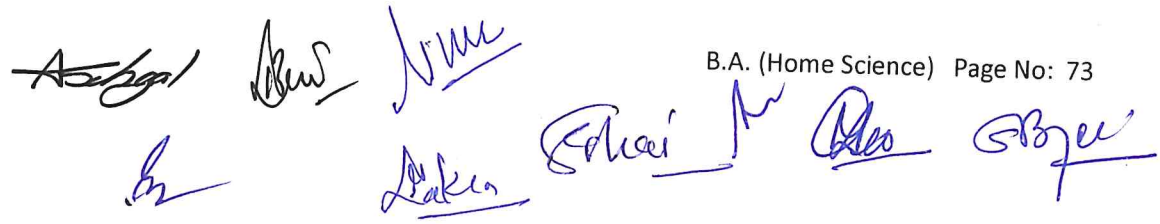
*Name and Signature of Convener & Members of CBoS:*



**FOUR YEAR UNDERGRADUATE PROGRAM (2024 – 28)**  
**Department of Home Science**  
**Course Curriculum**

<b>PART- A: Introduction</b>		
<b>Program: Bachelor in Arts (Honors)</b>		<b>Semester -VII</b>
		<b>Session: 2024-2025</b>
<b>1</b>	<b>Course Code</b>	HSSE- 07P
<b>2</b>	<b>Course Title</b>	<b>FASHION MARKETING &amp; MERCHANDISING (PRACTICAL)</b>
<b>3</b>	<b>Course Type</b>	DSE
<b>4</b>	<b>Pre-requisite (if, any)</b>	<i>As per requirement</i>
<b>5</b>	<b>Course Learning Outcomes (CLO)</b>	<p>A successful completion of this course will enable students to</p> <ul style="list-style-type: none"> <li>• Explain how fashion marketing and merchandising can help the fashion industry.</li> <li>• Define role and responsibilities of fashion marketers and fashion merchandisers.</li> <li>• Identify target markets and build consumer profiles for fashion products</li> <li>• Select promotional tool suitable for potential customers.</li> <li>• Develop a promotional plan and promote a merchandise</li> <li>• Make market visits and negotiate with vendors</li> <li>• Develop and prepare merchandise plan as well as a merchandise assortment</li> <li>• Establish and use inventory control systems</li> </ul>
<b>6</b>	<b>Credit Value</b>	<b>1 Credits</b> <i>1 Credit =30 Hours Laboratory or Field learning/Training</i>
<b>7</b>	<b>Total Marks</b>	<b>Max. Marks: 50</b> <b>Min Passing Marks: 20</b>
<b>PART -B: Content of the Course</b>		
<b>Total No. of learning-Training/performance Periods: 30 Periods (30 Hours)</b>		
<b>Module</b>	<b>Topics (Course contents)</b>	<b>No. of Period</b>
<b>Lab./Field Training/ Experiment Contents of Course</b>	Practical – Any 4 1. Advertising media 2. Fashion related market survey 3. Sales promotion methods 4. Analyze promotional activities used by fashion businesses 5. Interact with Store managers to understand how they develop and prepare merchandise plan as well as a merchandise assortment for their business. What are their best practices?	<b>30</b>

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	6. Visit to various type of markets 7. Case study of fashion business to understand its supply chain management and inventory controlsystems	
<b>Keywords</b>	Fashion Marketing, Merchandizing, Fashion Business, Consumer Sales Management, Segmentation	

**PART-C: Learning Resources**

**Text Books, Reference Books and Others**

**Text Books Recommended –**

- Bliss, L. L. (1995) Study Guide Visual Merchandising and Display 3rd ed. Fairchild Publications.
- Blythe, J. (2006), Principles and Practice of Marketing, Thomson, London.
- Easey M. ( 2009), Fashion Marketing, 3rd ed. United Kingdom: Blackwell Publishing
- Elaine, S. (2013) The Dynamics of Fashion. 4th ed. New York: Bloomsbury publication

**PART -D: Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

**Maximum Marks:** 50 Marks

**Continuous Internal Assessment(CIA):** 15 Marks

**End Semester Exam(ESE):** 35 Marks

<b>Continuous Internal Assessment(CIA): (By Course Teacher)</b>	Internal Test / Quiz-(2): 10 & 10	Better marks out of the two Test / Quiz +obtained marks in Assignment shall be considered against <b>15</b> Marks
	Assignment/Seminar +Attendance - 05 Total Marks - 15	
<b>End Semester Exam (ESE):</b>	<b>Laboratory / Field Skill Performance: On spot Assessment</b>	
	A. Performed the Task based on lab. work - 20 Marks	<b>Managed by Course teacher as per lab. status</b>
	B. Spotting based on tools & technology (written) – 10 Marks	
C. Viva-voce (based on principle/technology) - 05 Marks		

**Name and Signature of Convener & Members of CBoS:**