

<b>Name of Faculty</b>	:	Faculty of Design
<b>Name of Program</b>	:	Masters of Design (M.Des.) - Fashion Design
<b>Course Code</b>	:	1MFD03
<b>Course Title</b>	:	Fashion Retail Marketing & Merchandise
<b>Type of Course</b>	:	Professional Core
<b>Year of Introduction</b>	:	2023-24

<b>Prerequisite</b>	:	
<b>Course Objective</b>	:	To learn the advance of Fashion retail, marketing, and merchandising.
<b>Course Outcomes</b>	:	At the end of this course, students will be able to:
	CO1	Development of specialized knowledge and skills related to fashion retail industry.
	CO2	Imparting knowledge about fashion from concept to consumer in a sequential order.
	CO3	Understanding the complexities of the Retailing and Merchandising aspects of fashion.of traditional Indian textiles-woven, printed, painted and embroidered

#### Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
			C	SEE	CIA	SEE	CIA	
2	0	4	4	70	30	30	20	150

*Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P- Practical,C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.))*

#### Course Content

Module No.	Topics	Teaching Hours	Weightage	Mapping with CO
UNIT-I	Fashion Consumer and Merchandising 1. The history of the fashion industry 2. Consumer Demand and Fashion Merchandising 3. Fashion Change and Consumer Acceptance a. Evolution of fashion	25	20%	CO1, CO2



	<ul style="list-style-type: none"><li>b. Consumer identification with fashion cycles</li><li>c. Adoption of fashion: Trickle - down, up and across Theories.</li><li>d. Playing the Apparel Fashion Game</li></ul>			
UNIT II	<p>Fashion Research and Market</p> <ul style="list-style-type: none"><li>1. Fashion Research and Analysis<ul style="list-style-type: none"><li>a. Fashion Forecasting</li><li>b. Fashion Services and Resources</li></ul></li><li>2. The Global Textile and Apparel Market</li><li>3. Product and Design Development: Apparel and Accessory Manufacturing</li><li>4. Fashion Retailing, Wholesale marketing and Distribution</li></ul>	25	30%	CO2 CO3
Practical UNIT-III	<ul style="list-style-type: none"><li>1. Roles and Responsibilities in Retailing and Merchandising - understanding from the field</li><li>2. Visual Merchandising:<ul style="list-style-type: none"><li>a. Planning and Scheduling based on seasons, holiday promotions, sales, themes/ideas.</li><li>b. Exposure to Types of Displays</li><li>c. Applying Elements of Display -Merchandise, the backdrop walls and shelves, mannequins and forms, signage lighting - luminance levels, colour relationship.</li></ul></li></ul>	40	50%	CO2 CO3

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	10	20	20	15	15	20

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

#### Reference Books

Sr. No.	Name of Reference Books
1	Elaine Stone. (2013) The Dynamics of Fashion (4th Edition) London: Fair Child Publications.
2	Gini Stephens F. (2002) Fashion- Concept to Consumer. New Delhi: Dorling Kindersley (India) Pvt. Ltd.
3	Grace I. Kunz. (2009) Merchandising: Theory, Principles, and Practice (3rd Edition) New York: Bloomsbury Academic
4	Ellen Diamond. (2007) Fashion Retailing - A multichannel approach. New Delhi: Dorling Kindersley (India) Pvt. Ltd.
5	Harvard Business School Publishing (2008) Corporation Harvard Business Review on Retailing and Merchandising - Ideas with impact. London: Harvard Business School Publishing
6	Jeanneffe A. J. and Belltrice J. (1965), Inside the Fashion Business, New York: John Willey & Sons., Inc.
7	Laine Jabe S. (1972) The Fashion Director, New York: John Willey & Sons., Inc.
8	Peacock J.(1993) 20 <sup>th</sup> Century Fashion: The Complete Sourcebook. London: Thames and Hudson.
9	Troxell M. and Beatrice J. (1971), Fashion Merchandising. New York: McGraw - Hill Book Company.