

2.14 31214 FASHION MARKETING

OBJECTIVE

1. To introduce students to aspects of Domestic Marketing & Retail Merchandising Contents

UNIT-1

- 1.1 Retailing-Retail Strategies, Store based retailers, Retail organization multiple unit stores,
- 1.2 Types of ownership, none store retailing

UNIT-2

- 2.1 Role of a fashion buyer, Fabric sourcing, Garment sourcing, local sourcing,
- 2.2 National sourcing & International sourcing.
- 2.3 Range Planning

UNIT-3

- 3.1 Marketing- Functions of marketing, marketing calendar,
- 3.2 Marketing Mix- Product, Price, Promotion & transportation, Strategy planning

UNIT-4

- 4.1 Consumer Behavior, Costumer Profile Defining the consumer by: Sex, Age, Size, Season, Economic Status,
- 4.2 Location and others Market research- Methods & data analysis Visual Merchandising-
- 4.3 Store planning, Seasonal visual merchandising, Windows,
- 4.4 Interior and exterior visual merchandising, Departments Suggested

Reference Books:

1. Fashion Buying-Helen Goworek,
2. Blackwell Science Retail Buying-Jay Diamond,
3. Gerald Pintel, Prentice Hall Fashion Theory-The journal of dress, Body and Culture and FIT.
4. The Fashion Business-Theory, Practice, Image,-Nicole White, Ian Griffiths