

SYLLABUS
BA IN FASHION MARKETING AND PROMOTION
SEMESTER – IV

FASHION MARKETING AND PROMOTION

Sub. Code: BFMP 402

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Marketing Process

An Introduction to Fashion Marketing: Introduction to the Term Fashion, Importance of Marketing in Fashion, Fashion Marketing, Job of Marketers; Fashion Market: Size & Structure of Fashion Market.

Unit 2: Marketing Environment

Micro Marketing Environment: Direct and Indirect Competition, Current Fashion Environment; Organizations: Suppliers, Financers, Intermediaries Pressure, Groups etc.; Macro Marketing Environment: Social, Cultural, Economic, Political, Legal, Technological Factors; Trends in the Marketing Environment: Styles & Manufacturing, Trends in Fabrics, Consumer Preferences etc.

Unit 3: Target Markets

Consumer Behavior: Stages in Consumer Buying Process, Types of Consumer Behavior, Factors Affecting Buying Process, Buying Process for New Products; Marketing Research: Research Process, Questionnaire Design.

Unit 4: Marketing Segment

Market Segmentation: Geographic, Demographic, Psycho Graphic and Behavioral Factors.

Unit 5: Marketing Mix

Fashion Products: Types of Fashion Products, Classifications of Products, Product Attributes, Licensing etc.; Product Mix & Range Planning: Planning Cycle, Checklists, Nature of Product Mix; Fashion and Related Lifecycles; Product Lifecycles: Fashion, Fad, Classic, Fashion Oscillations; Pricing Decisions: Factors Affecting Demand, Types of Pricing Methods, Pricing Strategies, Influences; Fashion Distribution: Distribution Channels: Functions, Importance, Intensity, Types of Channels; Fashion Marketing Retailing: Types of Retail Organizations, Types of Retail Ownerships; Marketing Promotion: Effective Communication Process, Advertising, Pr, Direct Selling, Sponsorships.

Unit 6: Marketing Planning

Marketing Planning: Planning Process, Strategic Marketing Process; SWOT Analysis: Meaning, Use, Key Rules for a Successful Analysis.

Suggested Readings:

1. Fashion marketing, Janet Bohdanowicz, Liz Clamp, Routledge.
2. Fashion Marketing, Mike Easey, Wiley.
3. Fashion Marketing: Contemporary Issues, Tony Hines, Margaret Bruce, Butterworth-Heinemann.
4. Advertising and Promotion: An Integrated Marketing Communications Perspective, George Belch, McGraw-Hill