

SYLLABUS
BA IN FASHION MARKETING AND PROMOTION
SEMESTER – VI

FASHION ENVIRONMENT AND MERCHANDISING

Sub. Code: BFMP 601

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Fashion Marketing

Glossary of Fashion Buying Terms; Fashion Concepts; Classification of Fashion; Role of Fashion Designer; Role of a Merchandiser; Role of a Buyer; Structure of the Fashion Industry Economic Importance of the Fashion Business.

Unit 2: Marketing

Market Segmentation; Target Market; Fashion Marketing Research; Marketing Environment Prediction: Fashion Trends; Fashion Consumer Buying Behavior; SWOT Analysis.

Unit 3 Product and Marketing

Product: Definition and Classifications; Product Life Cycle; Fashion and Related Life Cycles; Marketing Strategy; Fashion Marketing Planning; Pricing Garments and Fashion Services; Fashion Distribution; Fashion Promotion; Fashion Reflects Lifestyles.

Suggested Readings:

1. The Fashion Handbook, Tim Jackson and David Shaw, Palgrave Macmillan.
2. Fashion & Merchandising Fads, Frank W. Hoffmann, William G. Bailey, Routledge.
3. Promotion in the Merchandising Environment, Kristen K. Swanson and Judith C. Everett, Fairchild Publications.
4. Apparel Merchandising: The Line Starts Here, Jeremy A. Rosenau, and David Wilson, Fairchild Publications.
5. Fashion from Concept to Consumer, Gini Stephens Frings, Pearson
6. The World of Fashion Merchandising: Student Activity Guide, Mary G. Wolfe, Goodheart-Willcox