

**SYLLABUS  
BA IN FASHION MARKETING AND PROMOTION  
SEMESTER – I**

**HISTORICAL AND CONTEXTUAL REFERENCING**

**Sub. Code: BFMP 102**

**Credits: 04**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**Unit 1: The Origins of Dress**

Introduction; Functions of Dress; Designation of Age and Status; Identification of Group Membership; Clothing as an Art Form; Limitations to the Design of Garments.

**Unit 2: The Ancient World (3000 B.C. – 300 A.D.)**

Introduction; Civilizations of Ancient World; Prehistoric Costume; Mesopotamia and Mycenae; Greece and Rome Classical Reflection.

**Unit 3: The Middle Ages (300 A.D. – 1500 A.D.)**

Introduction; Byzantium and the Dark Ages; the Feudal Age; the Late Middle Ages.

**Unit 4: The Renaissance (1400 to 1600 A.D.)**

Introduction; the Italian Renaissance; the Northern Renaissance.

**Unit 5: Baroque and Rococo (1600- 1800 A.D.)**

Introduction; the Seventeenth and Eighteenth Centuries.

**Unit 6: The Nineteenth Century (1800 – 1900 A.D.)**

The Directoire Period; Empire Period; the Romantic Period; the Crinoline Period; the Bustle period and Nineties.

**Unit 7: The Twentieth Century (1900 – 1999 A.D.)**

Introduction; the Edwardian Period and World War I; the Twenties; Thirties and World War II; the New Look and Beyond; the Vietnam Era; the Post Vietnam Era;

**Suggested Reading:**

1. A history of Fashion, J. Anderson Black, Madge Garland, Orbis Publishing.