

DIPLOMA IN APPAREL DESIGN AND FABRICATION TECHNOLOGY
SIXTH SEMESTER

	Course Title: FASHION MERCHANDISING & RETAIL MANAGEMENT		
	Credits (L:T:P) : 4:0:0	Total Contact Hours:52	Course Code: 15FT62T
	Type of Course: Lectures, Self Study & Quiz	Credit :04 SEE- 100 Marks CIE- 25 Marks	Core/ Elective: Core

Prerequisites: Knowledge of Basic Professional Skills in merchandising & retail management

COURSE OBJECTIVES

1. Analyze the role of merchandiser
2. Identifying and evaluate the sources of supply.
3. Summarize the importance of visual merchandising
4. Inculcate different methods of display
5. Adopt different types of marketing and retailing procedure

Course Outcomes		CL	Linked PO	Teaching hrs
CO1	Correlate the merchandising process.	U/A	3,4,5,7,8,9,10	09
CO2	Justify and evaluate the sources of supply	U/R/A	3,5,7,8,9,10	09
CO3	Create and justify the importance of visual merchandising	U/R/A	3,4,5,7,8,9,10	09
CO4	Advertise in planning the display	U/R/A	3,4,5,7,8,9,10	09
CO5	Compare the marketing values	U/R/A	3,4,5,7,8,9,10	08
CO6	Analyzing retailing concept	U/R/A	3,4,5,7,8,9,10	08

COURSE-PO ATTAINMENT MATRIX

Course	Programme Outcomes									
	1	2	3	4	5	6	7	8	9	10
FASHION MERCHANDISING & RETAIL MANAGEMENT	0	0	3	3	3	0	3	3	3	3

Level 3- Highly Addressed, Level 2-Moderately Addressed, Level 1-Low Addressed.

Method is to relate the level of PO with the number of hours devoted to the COs which address the given PO.
 If $\geq 40\%$ of classroom sessions addressing a particular PO, it is considered that PO is addressed at Level 3
 If 25 to 40% of classroom sessions addressing a particular PO, it is considered that PO is addressed at Level 2
 If 5 to 25% of classroom sessions addressing a particular PO, it is considered that PO is addressed at Level 1
 If $< 5\%$ of classroom sessions addressing a particular PO, it is considered that PO is considered not-addressed.

COURSE CONTENT AND BLUE PRINT OF MARKS FOR SEE

Unit No	Unit Name	Hour	Questions to be set for (5marks) PART - A			Questions to be set for (10marks) PART - B			Mark weightage (%)
			R	U	A	R	U	A	
1	MARKETING	09	-	1	-	-	-	1	17.30
2	FASHION MARKETING AND FORECASTING	09	-	1	1	-	1	1	17.30
3	FASHION SHOWS	09	1	-	-	-	-	1	17.30
4	VISUAL MERCHANDISING	09	-	1	1	-	1	1	17.30
5	STORE PLANNING AND DISPLAY	08	-	1	1	-	1	1	15.38
6	FASHION RETAIL	08	1	-	-	1	-	1	15.38
			09 (45marks)			10 (100 marks)			100
	TOTAL	52							

Legend: R; Remember, U: Understand A: Application

CONTENT

Unit	Major Topics	Hours Allotted
1	MARKETING	09 hrs
2	FASHION MARKETING AND FORECASTING	09 hrs
3	FASHION SHOWS	09hrs
4	VISUAL MERCHANDISING	09 hrs
5	STORE PLANNING AND DISPLAY	08 hrs
6	FASHION RETAIL	08 hrs
	Total	52 hrs

UNIT-I

MARKETING

9 Hrs

- 6.1 Introduction and definition
- 6.2 Factors influencing marketing concept
- 6.3 Market segment
- 6.4 Classification of market-domestic, national, international and E-market
- 6.5 Marketing mix and product mix
- 6.6 Range planning
- 6.6 Study of 4 pS - product, price, place, promotion
- 6.7 COSTING AND PRICING STRATERIGIES (Costing principles-cost of goods-direct materials, direct labor, manufacturing overhead), (Costing strategies-direct costing, absorption, and activity based, blended) , (Pricing strategies—rigid calculation, subjective pricing)

UNIT- II

FASHION MARKETING AND FORECASTING

9 Hrs

- 2.1 Introduction
- 2.2 Size and structure of fashion market – micro and macro
- 2.3 Market Weeks – Trade Fairs, fashion fares, Fair growth.
- 2.4 Development of Fashion forecasting process
- 2.5 Forecast reports: - Fibre, Fabric and colour.
- 2.6 Short and Long term forecasting

UNIT- III

FASHION SHOWS

9 Hrs

- 6.1 Introduction to Fashion Shows
- 6.2 Arranging an Fashion event
- 6.3 Theme of the Show
- 6.4 Selection of Models
- 6.5 Advertising and Media planning

UNIT- IV

VISUAL MERCHANDISING

9 Hrs

- 4.1 Introduction to sourcing
- 4.2 The phases of sourcing-
- 4.3 Selection of buyers, Buying house, buying agency
- 4.4 Role of merchandiser in apparel industry
- 4.5 Merchandising Calendar and Display calendar
- 4.6 Elements of visual merchandising
- 4.7 Qualities of a visual merchandiser

UNIT-V

STORE PLANNING AND DISPLAY

8 Hrs

- 5.1 Fixtures used in store planning
- 5.2 Types of mannequins
- 5.3 Study of props
- 5.4 Types of signage
- 5.5 Graphics
- 5.6 Color, store lighting , music
- 5.7 Window display—window glass, side walls

UNIT-VI

FASHION RETAIL

8 Hrs

- 1.1 Introduction
- 1.2 Scope and Importance
- 1.3 Types of stores – Departmental, Speciality and chain stores
- 1.4 Channels of distribution – Designer shops, outlet
- 1.5 Consumer service, Human resource, Sales methods and Competition
- 1.6 E -Tailing

SEMINAR

Every student to select one of the following topics for the seminar.

1. Merchandising Management
2. Types of sourcing
3. Export Import Documentation
4. International Fashion Designers
5. Fashion Centres

Indicative Reference:

1. Fashion Marketing, Mike Easey 1995, Oxford University press to Wynford Drive, Don Mills, Ontario.
2. Introduction to Fashion Design, Patrick John Ireland, 1992, B.T Batsford Ltd., 583, Fullham Road, London.
3. Fashion Design & Product development, Haroldcars/ John Pomeroy, 1992, Black Well Science, Inc., 238, Main Street, Cambridge.
4. Marketing, R.S.N. Pillai and Bagavathi, S. Chand & Co Ltd Newdelhi – 1987.
5. Marketing Principle and methods by Philip C.F and Duneon D.T, Irwin publications.
6. Principles of Marketing by Backman T.N. Maynard H.H and Davidson W.R, Ronald Press Company New York 1970.
7. Fashion Marketing by John Fayer Weather.
8. Retail Fashion Promotion and Advertising. New York, Macmillan Berman,
9. Retail Management. New Jersey, Prentice Hall • Lucas, G. H. (1996), Retail Management,
10. Kotler, Philip, Marketing Management
11. Fundamentals of Marketing – Stanton, William J. & Walker, Bruce, - TataMcGrawHill

12. Fashion Marketing – Mike Easey ed. – Oxford, Blackwell Science Ltd. ♣

13. A. Jeannette Jarrow, Miriam Guerreiro and Beatrice Judelle, "Inside the Fashion Business",.

Dickerson, Kitty G., "Inside the Fashion Business", Pearson Education Asia Publishing, 2004.

14. Frings, Gini Stephens, "Fashion: From Concepts to Consumer", Prentice-Hall of India, 8th edition, 2004.
15. Visual Merchandising and display – Martin M pegler

Related e –References:

<https://www.youtube.com/watch?v=sNcpVcM5-h0>
<https://www.youtube.com/watch?v=tOjkQfzE0mY>
<https://www.youtube.com/watch?v=ik-yuaPQZBs>
<https://www.youtube.com/watch?v=GUdrpypTKVs>
https://www.youtube.com/watch?v=Ohn-xU0iU_8
<https://www.youtube.com/watch?v=udxZ8G4VXZU>
https://www.youtube.com/watch?v=x_QtKoOc4K
<https://www.youtube.com/watch?v=eXrJ4rKEwkg>
<https://www.youtube.com/watch?v=RMdTXeWGBDc>
https://www.youtube.com/watch?v=vI5QXTzq_yw
<https://www.youtube.com/watch?v=PFLIR82HIKq>
<https://www.youtube.com/watch?v=PFLIR82HIKq>

COURSE ASSESSMENT AND EVALUATION

	What		To Whom	Frequency	Max. Marks	Evidence Collected	Course Outcomes
DIRECT ASSESSMENT		IA Tests	Students	Three IA (Average marks of three IA tests are considered)	20	Blue Books	1 to 6
		Class room Assignments		Class room Assignments	05	Log of Activity	1 to 6
				TOTAL	25		
	SEE - SEMESTER END EXAMINATION	End Exam		End Of the Course	100	Answer Scripts	ALL CO's
INDIRECT ASSESSMENT METHODS	Student Feedback on course		Students	Middle Of The Course	Feed Back Forms		
	End of Course Survey			End Of The Course	Questionnaire	ALL CO's	

Note: I.A. test shall be conducted for 20 marks. Average marks of three tests shall be rounded off to the next higher digit.

Note to IA verifier: The following documents to be verified by CIE verifier at the end of semester

1. Blue books (20 marks)
2. Student suggested activities report for 5 marks evaluated through appropriate rubrics.
3. Student feedback on course regarding Effectiveness of Delivery of instructions & Assessment Methods

• **MODEL OF RUBRICS FOR ASSESSING STUDENT ACTIVITY**

Dimension	Scale					Students Score				
	Needs Improvement 1	Developing 2	Satisfactory 3	Good 4	Exemplary 5	1	2	3	4	5
1.Research & gather information	Does not collect any information relating to the topic	Collects very limited information; some relate to the topic	Collects some basic information; most refer to the topic	Collects a good information; all refer to the topic	Collects a excellent deal of information; all refer to the topic	Ex: 2				
2.Fulfil team's roles & duties	Does not collect any information relating to the topic	Collects very limited information; some relate to the topic	Collects some basic information; most refer to the topic	Collects a good information all refer to the topic	Collects a excellent deal of information; all refer to the topic	3				
3.Shares work equally	Does not collect any information relating to the topic	Collects very limited information; some relate to the topic	Collects some basic information; most refer to the topic	Collects a good information all refer to the topic	Collects a excellent deal of information; all refer to the topic	4				
4.Listen to other Team mates	Does not collect any information relating to the topic	Collects very limited information; some relate to the topic	Collects some basic information; most refer to the topic	Collects a good information; all refer to the topic	Collects a excellent deal of information; all refer to the topic	5				
Grand Average/Total=(2+3+4+5)=14/4=3.5=4						4				

Note: The above rubric is only an example. The concerned Course Coordinator may devise appropriate rubrics for the assigned activity.

MODEL QUESTION PAPER (CIE)

Test/Date and Time	Semester/year	Course/Course Code	Max Marks	
I test /6 th week 10-11 a m	VI SEM	FASHION MERCHANDISING & RETAIL MANAGEMENT	20	
	Year: 2017-18	Course code:15FT63T		
Name of Course coordinator :		Units:1,2 Co: 1 &2		
Note: Answer all questions				
Q.no	Question	CL	CO	PO
1	Define Marketing Mix and explain	A	1	1,2,3,4,7,10
2	Classify market and explain	U	2	1,3,5,6,7,8,9,10
OR				
3	Discuss the costing principles	A	1	1,2,3,4,7,10
4	Describe Micro and Macro marketing	A	2	1,3,5,6,7,8,9,10
OR				
5	Describe long term forecasting process	U/A	1	1,2,3,4,7,10
6	Discuss the influence of Market Weeks in fashion marketing	U/A	2	1,3,5,6,7,8,9,10

MERCHANDISING AND MARKETING
QUESTION BANK
PART-A

Q.NO	DESCRIPTION	CL	CO'S
1	What is market segment explain	A	1
2	Describe product mix	A	1
3	Design a forecast report for a fiber	A	2
4	Describe the size of fashion market	A	2
5	Develop and design theme for Fashion shows	R/A	3
6	Evaluate the importance of Fashion Shows	U/A	3
7	Describe buying house and their role in fashion industry	A	4
8	Define Sourcing and explain	R/A	4
9	List out types of Signage's and explain	R	5
10	What is store planning? explain	A	5
11	Describe E-tailing	A	6
12	What is the role of Departmental Stores in fashion marketing	R/A	6

PART-B

Q.NO	DESCRIPTION	CL	CO'S
1	Describe 4pS	A	1
2	Explain Pricing strategies	R/A	1
3	Describe Market Weeks	A	2
4	Design a fashion forecast report	A	2
5	How do you organize a fashion show event explain	U/A	3
6	Discuss the role of Media planning in organizing fashion show event	R/A	3
7	Develop and design a Merchandising Calender	A	4
8	What are the phases of sourcing explain	R	4
9	Explain Graphics	A	5
10	Discuss the role of mannequins and props in display	A	5
11	Write the scope and importance of fashion retailing	A	6
12	Describe the role of distribution channels in fashion retailing	A	6

**MERCHANDISING AND MARKETING
MODEL QUESTION PAPER**

PART-A

ANSWER ANY SIX QUESTIONS, EACH QUESTION CARRIES FIVE MARKS

Q.NO	DESCRIPTION	CL	CO'S
1	Explain briefly range planning	A	1
2	Explain Merchandising calendar	A	1
3	Discuss the role of buying house in merchandising	A	2
4	Define Sourcing and explain	A	2
5	Write the importance of visual merchandising	R/A	3
6	Define Props and explain	A	4
7	Write the importance of graphics in display shop	R/A	4
8	Define market segment and explain	A	5
9	Describe retailing	A	6

PART-B

ANSWER ANY SEVEN QUESTIONS, EACH QUESTION CARRIES TEN MARKS

Q.NO	DESCRIPTION	CL	CO'S
1	Explain the role of merchandiser in apparel industry	A	1
2	Sketch a chart and explain six month merchandise plan	U/A	1
3	Explain selection of buyers in brief	A	2
4	Discuss the different phases of sourcing	A	2
5	Sketch a chart and explain display calendar	R/A	3
6	Classify mannequins and explain	A	4
7	Write and explain different fixtures used in window display	R/A	4
8	Discuss the influencing factors for marketing concept	A	5
9	Explain types of stores	A	6
10	Define retailing and scope of retail	A	6