

PFT7D001

Fashion Marketing and Merchandising(Hons)

4-0-0

Module-I

Organization of the Apparel Business: Introduction to apparel industry - organization of the apparel industry types of exporters Business concepts applied to the apparel industry - International trade.

Marketing: Functional organization of an apparel firm. Responsibilities of a marketing division – marketing objectives and Strategies - Marketing research - Types of markets: Retails and wholesale strategies for merchandise distribution- retailers - sourcing flows and practices. Marketing plan. Labeling and licensing.

Module-II

Merchandising: Definition of merchandising - functions of merchandising division - Role and Responsibilities of a merchandiser - different types of buyers -Communications with the buyers – awareness of current market trends – product development - line planning, line presentation.

Sourcing: Need for sourcing - sourcing materials - manufacturing resources planning - principles of MRP .Overseas sourcing - sourcing strategies. Supply chain and demand chain analysis - Materials management for quick response - JIT technology.

Module-III

Documentation: Order confirmation, various types of export documents, Pre-shipment Post -shipment documentation, Terms of sale, payment, shipment etc.

Export incentives: Duty drawback, DEPB, I / E license - exchange control regulation - foreign exchange regulation acts - export management risk - export finance. WTO / GATT / MFA - Functions and objectives, successes and failures.

Reference Books:

1. Retailing Management: Text & Cases. 4th Edition (Tata McGraw-Hill) by Swapna Pradhan,
2. Fashion Marketing by Mike Easey
3. Visual Merchandising (Create Space Independent Publishing Platform) by J K Akhil
4. International marketing management - B.L. Bhattachary