

4515 - FASHION MERCHANDISING									
Teaching Schedule Per Week			Progressive Assessment		Examination Schedule (Marks)				
Lectures	Practical	Credit	25	25	Theory		Practical Ex.	Total	
3	1	4			3 Hrs	100	-	150	
Pre-requisite		Source	Semester	Theory	Test	Total	TW	PR	Gr Total
Nil		GAT							
				75	25	100	25	-	125

Rationale - The course gives knowledge on merchandising skills, costing, sourcing, production planning and other technical details on merchandising.

### COURSE CONTENTS

	Hrs	Mks
<b>1. INTRODUCTION TO MERCHANDISING</b>	4	12
Definitions of fashion and merchandising and their inter- relation, how fashion merchandising helps garment industry and designers, fashion and related cycles.		
<b>2. MERCHANDISING SKILLS</b>	6	8
Various skills required to be a good merchandiser like making contacts, identifying customer needs, handling problems, after sales service, planning horizons, handling correspondence, etc.		
<b>3. INTERNATIONAL COSTING</b>	10	20
Different views on pricing, role and importance of pricing, price fixing discounts/margins, price strategies to match competition making a costing sheet, factors influencing price charges, pricing for quota countries, purchase and utilization of quota category under which the particular garment can be exported. Survey of one items each from both upper-end and lower-end market.		
<b>4. SOURCES</b>	4	14
Sourcing of fabrics and accessories from books, visits to fashion streets and cloth suppliers, fairs travelling, etc.		
<b>5. RETAIL OUTLETS</b>	4	6
Clothes for retail stores, reaching retail stores, how to start and run retail store profitably, retail buying and selling. Introduction to window dressing- (one practical of display of garment for sale- item made by student in earlier courses).		
<b>6. PRODUCTION CO-ORDINATION</b>	10	18
Preparation and following specification sheets, dummy samples and actual samples. How to check samples. Follow-up on raw material supply and production from design to dispatch to payments. Timing shipments by planning in advance. Reconciliation of raw materials and costs.		
<b>7. ADVERTISING</b>	4	8
Channels and media of advertisement, a comparison of results through them. Planning of advertisement ahead of season according to objective and budget. Creation of advertisement.		

**8. PACKAGING**

Bagging, boxing, hanger packing, using tissue paper, moisture retention packs, main labels, size labels, wash-care labels, tags, product labels, bands, butterfly, pins, clips, inner & other polybag, polythene inner and outer cartons, hessian bags, etc. Containerization. One practical on making a customized paper carry-bag for their own store.

2 4

**9. BILLING**

To prepare quotations, invoices, challans, account statements in brief.

4 10

**Total**

48 100

**REFERENCE BOOKS**

1. Fashion Marketing - Edited by Mike Easey - Blackwell Science
2. Fashion, Design & Product Development by Harold Cae & John Pomeroy - Blackwell science
3. Fashion Merchandise Information, Textiles & Non-textiles by Prisco / Moore - John Wiley & sons, N.Y
4. Marketing and Management-Analysis, Planning, Implementation & Central by Philip Kotler -Hill Of India Pvt

