

Course Curriculum (Effective from Session 2020-21)
Bachelor of Science – (B.Sc. – Fashion Design)

| B.Sc. (Fashion Design): Semester-IV | |
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| BFD 401: FASHION MARKETING AND MERCHANDISING | |
| Teaching Scheme | Examination Scheme |
| Lectures: 2 hours/week | Class Test -3 Marks |
| Practical: Nil | Teachers Assessment – 3 Marks |
| Credits: 2 | Attendance –6 Marks. |
| | End Semester Exam – 35 marks |

Prerequisite: BFD 453 Women's Wear, BFD 456 Minor Project, BFD 552 Men's Wear, BFD 553 Functional Clothing, BFD 651 Graduation Design Collection.

Course Objectives:

1. To give complete knowledge about different sector of marketing.
2. To explain factors and function of fashion marketing.
3. To give complete knowledge of market mix and product mix.
4. To give knowledge about the fashion show.
5. To give knowledge of fashion merchandising.
6. To give overview of different merchandising.

Detailed Syllabus:

Unit I: Marketing

- Introduction and definition
- Factors influencing marketing concept, marketsegment.
- Classification of market-domestic, national, international and E-market,
- Marketing and product mix, range planning,
- Study of 4 P'S - product, price, place, promotion.
- **OSTING 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

- Introduction
- Size and structure of fashion market – macro and macro
- Market-Weeks – Trade Fairs, fashion fares, Fair growth.
- Development of Fashion forecasting process
- Forecast reports - Fibre, Fabric and colour.
- Short and Long term

Unit III: Fashion Shows

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Course Outcomes:

After completing the course, students will be able to:

1. To remember the various platforms to sourcing the materials.
2. To understand about their work professionally
3. To apply how we can creatively display our work on social media
4. To analyze the uniqueness of their work in fashion industry.
5. To evaluate the importance to display their work professionally.
6. To groom themselves in market or industry.

Note: Please note that since this is a project-based subject the students would not be consulting books except for pattern making but instead would have to conduct surveys and search for websites relating to fashion forecasts so that they can prepare their portfolio accordingly.