

# 16TF307 APPAREL MERCHANDISING

Hours Per Week :

L	T	P	C
3	1	-	4

Total Hours :

L	T	P	W/RA	SSH/HSR	CS	SA	S	BS
45	15	-	20	15	-	-	-	-



## Course Description and Objectives:

This course provides the fundamental concepts of market and advertising techniques involved in merchandising. It discusses the types and functions of merchandising. Objective of this course is to impart knowledge and skills in apparel merchandising.

## Course Outcomes:

The student will be able to:

- know marketing techniques in apparel merchandising.
- describe the various types of merchandising in apparel industry.
- understand the role and responsibilities of merchandiser.
- analyze the importance of sourcing activities.
- explain the importance of time management in merchandising.

## SKILLS:

- ✓ Identify the marketing activities in garment industry.
- ✓ Analyse different roles and responsibilities of merchandiser.
- ✓ Set the sourcing process for different trims and accessories required.
- ✓ Acquire the time management skills for merchandising.

**ACTIVITIES:**

- *Collect different marketing activities followed by garment industry.*
- *Prepare flow chart of various activities done by merchandiser.*
- *Collect the lead time for different trims and accessories.*
- *Prepare a TNA calender.*

**UNIT - 1****L-9, T-3**

**MARKETING** : Apparel marketing - Definition, Scope, Functions and strategies of marketing. Market Research, International market, Retail and wholesale market and domestic market. fashion marketing planning, Buying agencies/Offices, Direct exporting.

**UNIT - 2****L-10, T-4**

**MERCHANDISING** : Definition, Roles and responsibilities of merchandiser, Types of merchandising. Principles and techniques of apparel merchandising, Retail merchandising, Visual merchandising. Buying cycles and tools of merchandising - buying cycle, time and action plan, range planning, critical path and product development. Interfacing merchandising with production.

**UNIT - 3****L-9, T-3**

**FASHION MERCHANDISING** : Fashion merchandising - Principles and techniques of fashion merchandising, Components of fashion, principles of fashion, Leaders of fashion; Foreign fashion markets, Fashion shows, Fashion retailing trends.

**UNIT - 4****L-9, T-3**

**PRICING AND SOURCING** : Pricing - Pricing theory, Factors affecting price structure in apparel. Sourcing - Definition, Need and important factors in sourcing, Methods of sourcing, sourcing of accessories. Manufacturing resource planning, JIT technology.

**UNIT - 5****L-8, T-2**

**TIME MANAGEMENT** : Time management in merchandising, Production scheduling, Route card format, Accessories follow – up, Practical check points, Computer applications in marketing and merchandising.

**TEXT BOOKS:**

1. E. C. Moore, "Path for Merchandising- A Step by Step Approach", Thames and Hudson Ltd., London, 2001.
2. V. Barotia, "Marketing Management", Mangal Deep Publication, New Delhi, 2001.

**REFERENCE BOOKS:**

1. J. Jarnow and K. G. Dickerson, "Inside the Fashion Business", Prentice Hall, New Delhi, 1997.
2. L. Stone, "Fashion Merchandising" ,McGraw Hill Books, Singapore, 1985.