

Semester:VII

Course no:613.1

Fashion Merchandising I (Theory)

Credit Hours:2+1=3

Total Periods=60

1 Period= 45min

S.No	Topics	Main Points	References	Periods
1	Fashion Merchandising	<ul style="list-style-type: none"> • Definitions Fashion, Marketing, Merchandising and Fashion Merchandising • Fashion Merchandising Concepts Concept of Fashion Marketing and Merchandising • Marketing Mix Product, Price, Place and Promotion • Merchandising Concepts Consumer Acceptance, Change, Marketing Process, Retailing Process • Fashion Merchandiser's Responsibilities Market Knowledge, Planning and Control, Product Development, Interface with Sales and Marketing, Product authorization, Interfacing with Manufacturers, Material Management, Sourcing. • Fashion Cycle Concepts Introduction of a Style, Rise or Increase in Popularity, Rejection or Obsolescence, Theory, Trickle-down Theory, Trickle-up Theory, Trickle Across Theory. • Fashion Market Place 	1,2,3,4,5,6	
2	The Clothing And Textile Industries	<ul style="list-style-type: none"> • Industries Related To Garment And Textile Production Introduction, Importance and Scope. Marketing Practices of Fashion Industry, Textile Industries. Factors Influencing the Development and Present Day Status of Textile Industries. • Textile Industries In Pakistan Cotton Industry (Spinning, Weaving Sector) Textile Made-ups Sector, Hosiery and Knit Wear, the Apparel Industry (From Design to Production to Marketing) Towel Industry, Bed Wear Industry, Carpet Industry, Silk Industry and Other Made-ups 	1,2	
3	Federal Legislation Governing Fashion Suppliers	<ul style="list-style-type: none"> • Definition, History & Importance of Legislation • Process of Making Laws • Sources of Legislation • Law Enforcement Agencies • International Legislation Acts • Different Legislations Related to Clothing and Textile 	1,2,9,10,11	

		<ul style="list-style-type: none"> • How can these Legislations Help the Consumers? • ISO 		
4	Fashion Promotion	<ul style="list-style-type: none"> • Fashion Advertising • Fashion Journalism • Conferences, Trade Fairs and Exhibitions • Fashion Shows • Fashion Message Window Display 	1,2,12	

Semester:VII**Course no:613.1****Fashion Merchandising I (Practical)****Credit Hours:2+1=3****Total Periods=32****1 Period= 45min**

S.No	Topics	Main Points	References	Periods
1	Scrap book	Objectives: <ul style="list-style-type: none">• Collection of news about current fashion trends.• Collection of news related to exports, research and development regarding apparel and textiles.• Analysis and summarization of collected data• Presentation on related topics and Q/A session is done.	Magazines, newspapers and online content	16
2	Presentation of assigned topics	Objectives: <ul style="list-style-type: none">• To encourage better understanding of the syllabus content• Presentation on related topics and Q/A session is done.		16

BOOKS RECOMMENDED

1. Jeanette A. Jarnow & Beatrice Judelle, Inside the fashion business. John Wiley and Sons, Inc, Newyork. London, Sydney. 2nd Edition. 1974.
2. Marian . Jernigar & Cynthia R. Easterling. Fashion Merchandising and Marketing. Macmillan Publishing company. Newyork. 1990.
3. Marjory L. joseph. Essentials of Textiles. Holt, Rinehart and Wintson. 2nd Edition. 1980
4. Gini Stephens Frings. Fashion from concept to consumer. Pearson Education Inc. and Dorling Kindersley Publishing Inc. 7th Edition. 2009
5. Kitty G. Dickerson. Inside the fashion business. Pearson Education Inc. and Dorling Kindersley Publishing Inc. 7th Edition. 2009.
6. Mohammad Khalid. A study of Social work in Pakistan. Kifayat Academy. 1st Edition. May 1982.
7. Kathryn Moore Greenwood & Mary Fox Murphy. Fashion Innovation and marketing. Macmillan Publishing co. Inc. Newyork. Collier Macmillan Publisher. London 1978.
8. Philip Kotler & Gary Armstrong. Marketing an introduction. Prentice Hall International, Inc. 1987.
9. Mike Easey. Fashion Marketing. Blackwell Publishing Company. Second Edition. 2005.
10. Magazines, newspapers and online content

Marking Scheme: Fashion Merchandising I (Theory & Practical)

Exam	Total Marks	Objectives	Subjectives
Theory Mid Term	32	60-80 %	20-40%
Theory Final Term	48	60-80 %	20-40%
Practical Mid Term	8	Distribution given below	
Practical Final	12		

Mid Term Practical Marks l = 08

1. Attendance:01
2. Class performance :03
3. Presentation: 4

Practical Exam Final = 12

1. Written/Scrap book :06
2. Viva: 06