

Branch Name:	Faculty of Design
Program Code:	MS102
Course Name:	Fashion Marketing
Course Code:	22-FMM103-1C
Pre-requisite Course:	

Course Objectives:

- To introduce students to the principles and practices of fashion marketing.
- To develop an understanding of consumer behavior in the fashion industry.
- To familiarize students with branding, promotion, and retail marketing strategies.
- To provide knowledge of digital marketing and contemporary marketing trends in fashion.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme(Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory(Marks)				Practical(Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	-	2	09	25	09	25	-	-	-	-	50

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction to Fashion Marketing 1. Meaning, Nature, and Scope of Marketing 2. Concept and Importance of Fashion Marketing 3. Evolution of Fashion Marketing 4. Functions of Marketing in the Fashion Industry 5. Fashion Marketing Environment - o Micro Environment - o Macro Environment 6. Marketing Process and Marketing Management 7. Role of Marketing in Fashion Business Success	6	25%
2	Fashion Consumer Behaviour and Market Research 1. Psychological Factors Fashion Consumer Behaviour: Meaning and Importance 2. Factors Influencing Consumer Buying Decisions - o Cultural Factors - o Social Factors - o Personal Factors 3. Consumer Decision-Making Process 4. Market Segmentation, Targeting, and Positioning (STP) 5. Fashion Market Research 6. Data Collection Methods and Consumer Surveys 7. Fashion Trend Analysis and Forecasting	6	25%
3	Fashion Branding and Marketing Mix 1. Fashion Branding: Concepts and Importance	6	25%

	2. Brand Identity and Brand Image 3. Brand Equity and Brand Loyalty 4. Marketing Mix in Fashion Industry (4Ps) - o Product - o Price - o Place - o Promotion 5. Product Life Cycle in Fashion 6. Packaging and Labelling of Fashion Products 7. Fashion Communication Strategies		
4	Fashion Promotion, Retail and Digital Marketing Reading Basic 1. Fashion Advertising and Public Relations 2. Sales Promotion Techniques 3. Fashion Retail Marketing 4. Visual Merchandising Fundamentals 5. E-commerce and Online Fashion Retailing 6. Social Media Marketing in Fashion 7. Influencer Marketing and Content Creation	6	25%

Reference Books:

Sr. No.	Books
1	Fashion Marketing Management – V. Ramesh Babu & A. Arunraj, Woodhead Publishing India Pvt. Ltd., 2019.
2	Retailing Management: Text and Cases – Swapna Pradhan, McGraw-Hill Education (India), 2020.
3	Fashion Entrepreneurship and Management – Manmeet Sodhia, Kanishka Publishers, 2011
4	Principles of Marketing – C. B. Gupta & N. Rajan Nair, Sultan Chand & Sons, 2021

Course Learning Outcomes (CLO):On completion of this course ,the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concepts, functions, and importance of marketing in the fashion and apparel industry.	2 Understanding
CLO2	Analyze consumer behavior, market segmentation, and fashion trends for effective marketing decisions.	1 Remembering
CLO3	Apply marketing mix strategies (product, price, place, and promotion) in fashion business contexts.	3 Applying
CLO4	Evaluate branding, retailing, visual merchandising, and digital marketing practices used by fashion brands.	4,5 Evaluate, Analyse
CLO5	Develop fashion marketing plans based on market research, consumer insights, and business objectives.	6, Creative
CLO6	Formulate innovative marketing strategies for fashion products and brands in competitive and global markets.	3, Applying

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO	PO8	PO9	PO10	PSO1	PSO2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H:High, M:Medium, L:Low