

L J UNIVERSITY
L J SCHOOL OF DESIGN
Syllabus for Bachelors of Design
Third Year I Semester 6

CODE	SUBJECT	CREDIT
10181606	Fashion Marketing	2
AIM		
	<ul style="list-style-type: none"> • To understand what is marketing and how does it differ from selling. To have a better view of its origin and modern working techniques. • To understand the working of marketing concept, through its distribution channels. • To understand how any organization identifies, produces and supplies its products and services, which are required by the customers. • To facilitate smooth flow of satisfying goods and services to customers, the marketing management performs certain functions. So this chapter guides you through such functions. • To understand how place and time utility is created. • To understand the marketing activities that revolves around the twin objective of utmost customer satisfaction and sales maximization 	
CONTENT:-		
	<ul style="list-style-type: none"> • Definition & Introduction Of Fashion Marketing • Marketing Channels • Marketing Management • Functions of Marketing management • Physical Distribution • Marketing Mix • Sales Promotion • Advertising • Salesmanship • Consumer Protection 	
METHODOLOGY:-		
	<ul style="list-style-type: none"> • Lectures, case study, Presentation, Group work 	
REFERENCE BOOK:-		
	<ul style="list-style-type: none"> • Fashion From Concept to Consumer by Gini Stephens Frings • Fashion Merchandising by Stones and Samples • Fashion Merchandizing and Marketing by Marian. H. Jerhigan and Cynthia R. Easterling. • Re-orienting Fashion by Sandra Niessen, Anne Marie Lesh Kowichand Carla Jones. • Fashion a concise History by Gertrud and Lehnert. • Retail Fashion Promotion and Advertising by Mary Frances Drake, Jonice Harrison Spoons and Herbert Green World. • Fashion Buying by Helen Goworek 	