

Fashion Retailing: Head and Tail of Retailing

Inter-Department Minor (IDM) for UG Students

Retail sector has seen humongous growth over the last decade. Currently valued at US \$ 46 Billion, the growth trajectory and the expectation of it increasing at CAGR of 10% makes it very lucrative proposition. So get yourself involved in this retail sector euphoria.

The retail sector demands highly energetic and self-motivating leaders. Because once the garments are designed and manufactured, it is also important to sell them to customers. That's why marketing and merchandising are critical in fashion business.

The objective of fashion retailing is to maximize sales and profitability by inducing consumers to buy a company's products. This IDM builds and bridges gap between your Creativity and Markets. If you want to be commercially successful Fashion Professional by starting your Boutique/Retail Brand, you must know the basics of Retailing, Marketing, Consumer insights and the steps of entrepreneurship.

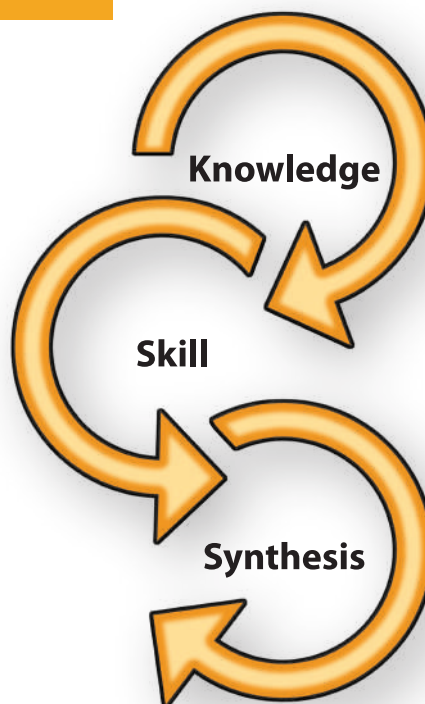


Keywords

Fashion Business Markets, Marketing, Merchandising, Retailing, Omni channel Retailing, Consumer Research, Global Marketing, E-commerce, Digital Marketing, Entrepreneur, Retail entrepreneurship

Overall learning objective

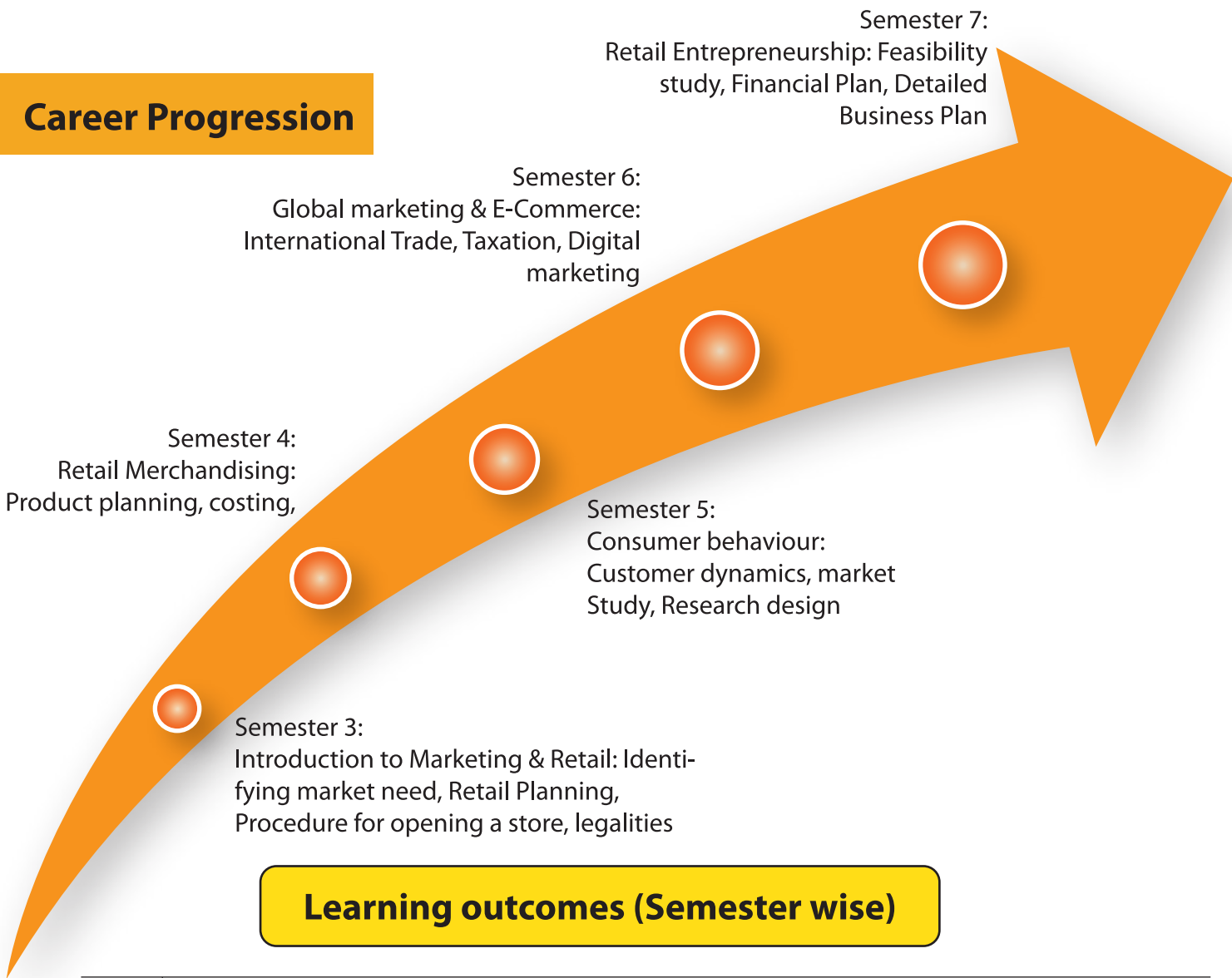
To make students capable of comprehensively analyse the market, retailing and marketing as well as to evaluate entrepreneur opportunity



To equip the students to understand the aspects of Retailing, Marketing, Merchandising, Consumer Research in the Indian and global context so as to enable students to think how to understand customer needs and how to market them.

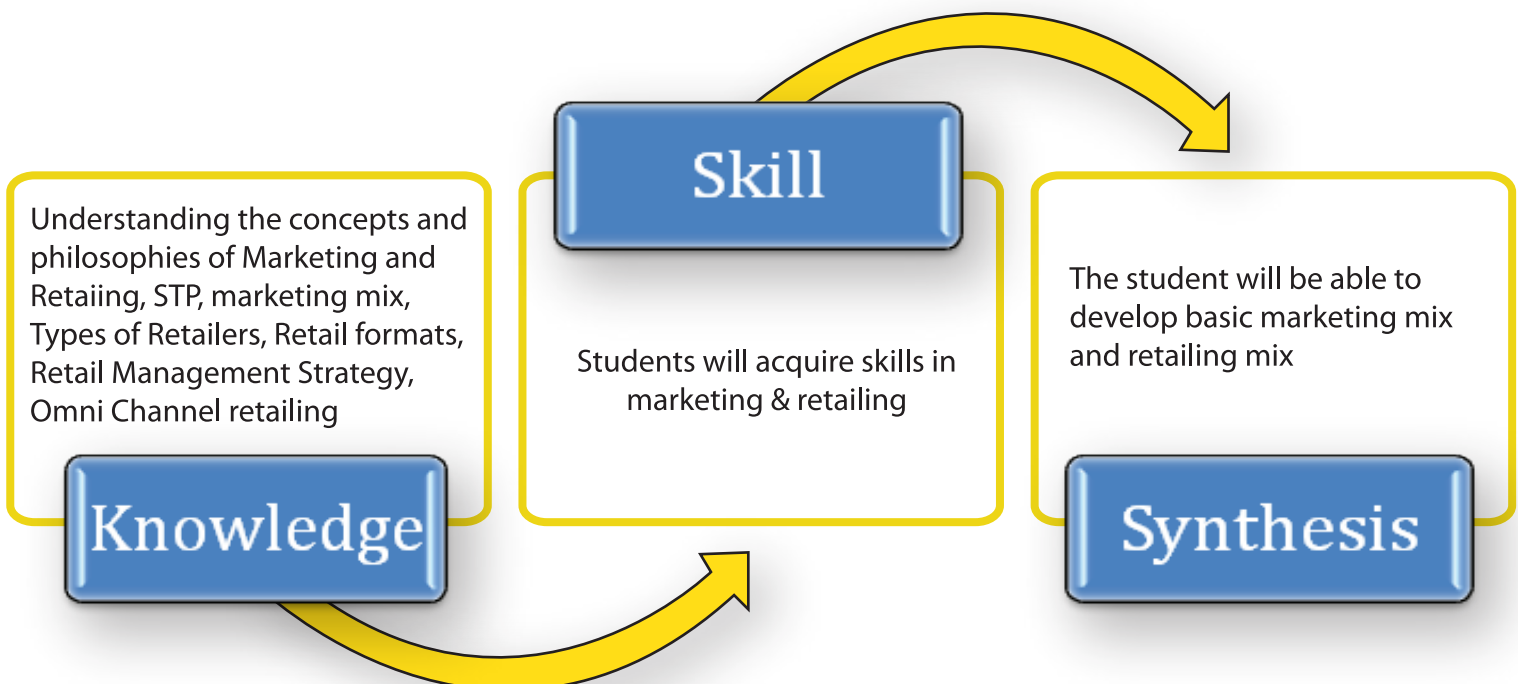
To enable the students to integrate learning from several sources to identify, develop and market commercially viable fashion products and plan their venture with detailed business plan

Career Progression

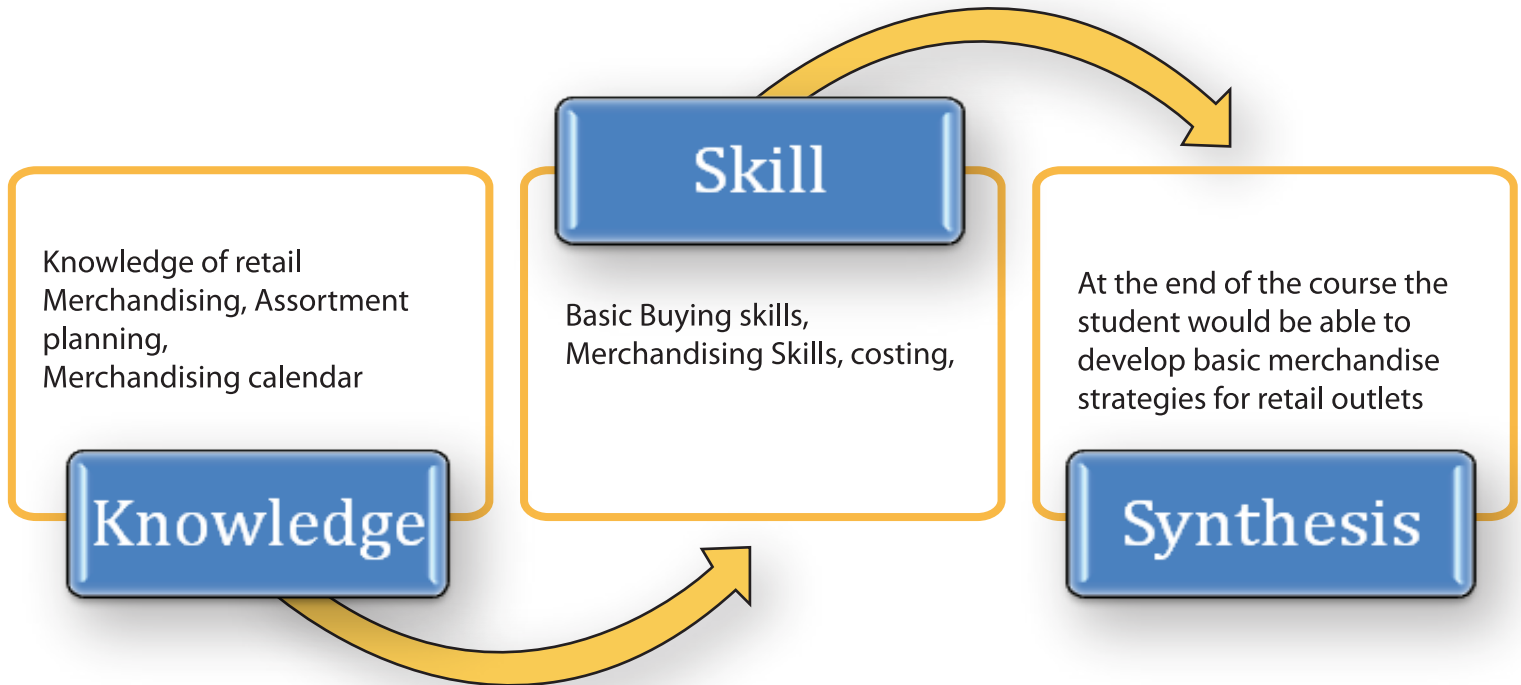


Learning outcomes (Semester wise)

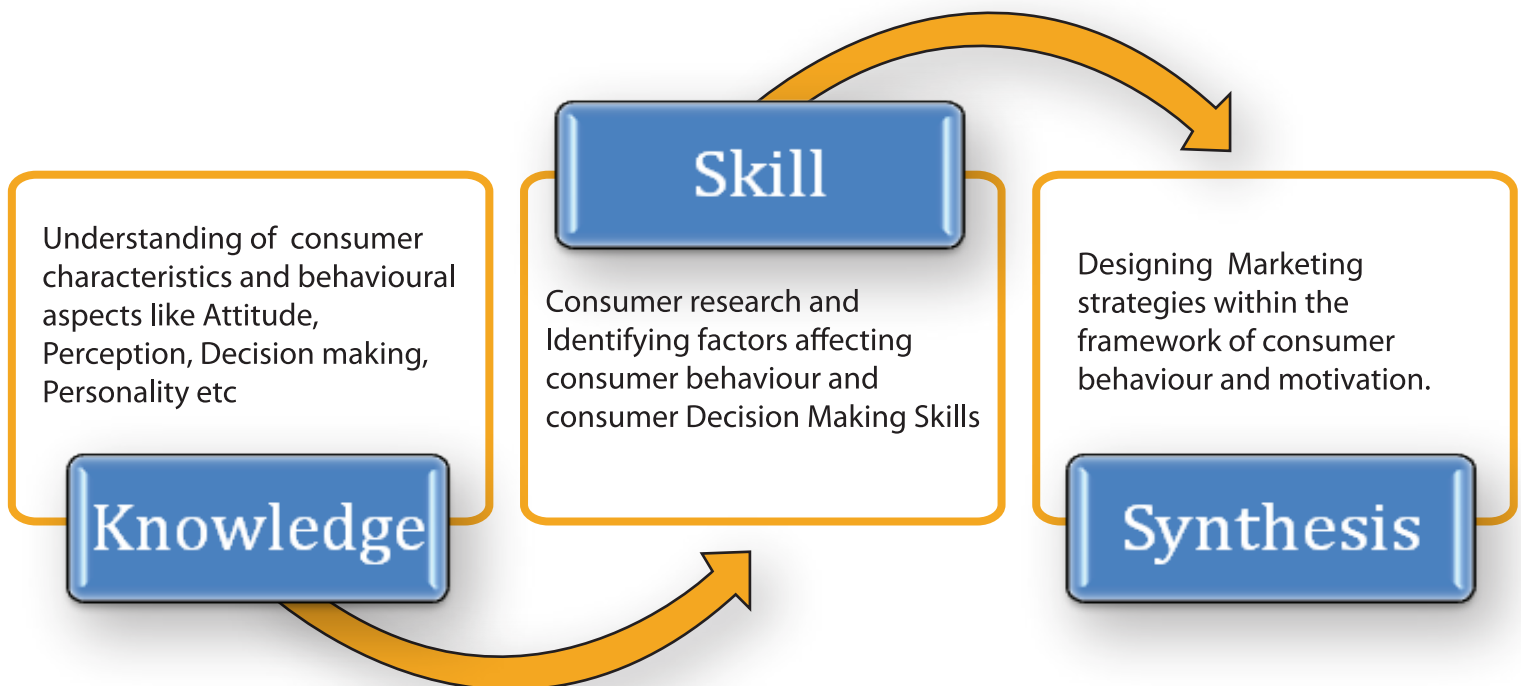
Semester	: III
Subject	: Introduction to Marketing and Retailing
Hours	: 3
Credit	: 3



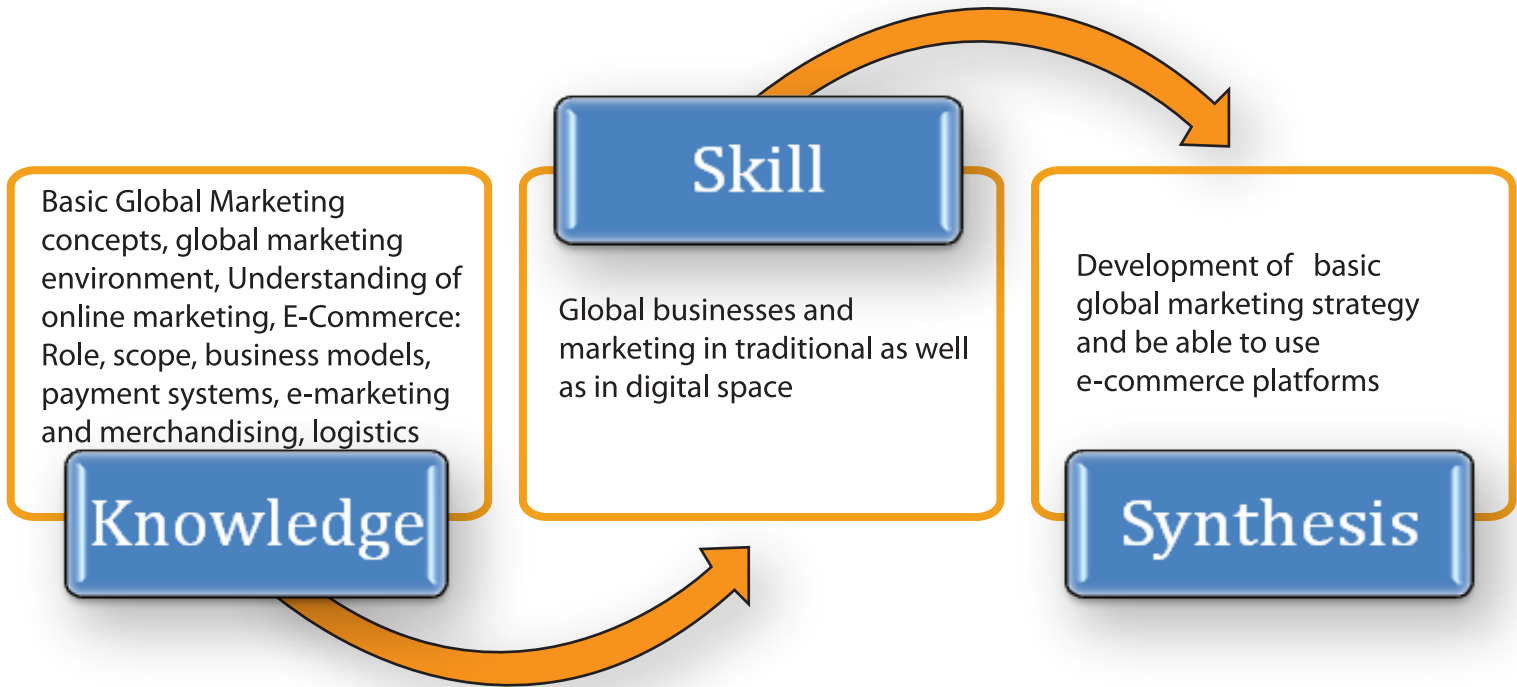
Semester	: IV
Subject	: Retail Merchandising
Hours	: 3
Credit	: 3



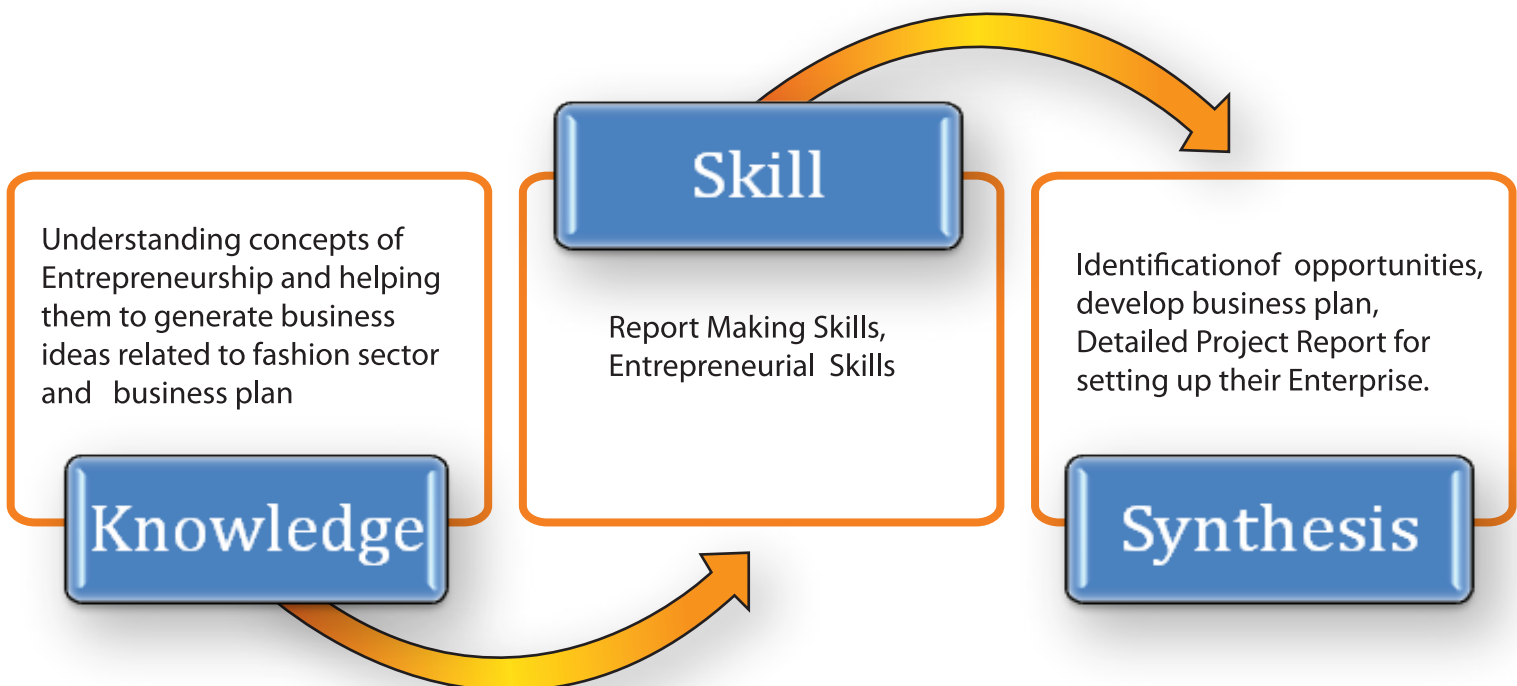
Semester	: V
Subject	: Consumer Behaviour
Hours	: 3
Credit	: 3



Semester : VI
Subject : Global Marketing and E-commerce
Hours : 3
Credit : 3



Semester : VII
Subject : Retail Entrepreneurship
Hours : 3
Credit : 3



Career Opportunities

Fashion merchandiser



Retail entrepreneur



Transaction Models:

- Lectures
- Case studies
- Practical projects at Retail outlets
- Research and presentations
- Learning from Industry practitioners
- Retail and Mall visits
- Successful Alumni Entrepreneurs talk and interaction

Industry Connect



New and Emerging areas

- Digital marketing
- E- Commerce
- Omni Channel Retailing
- New Laws and Government policies on Entrepreneurship(Make In India etc.)
- Make in India

