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 incresing at CAGR of 10% makes it very lucrative proposition. So get yourself involed in this retail sector euphoria.

Th retail sector demands highely 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 enterpreneurship.

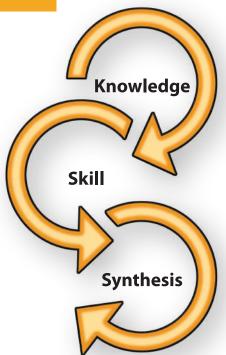


Keywords

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 enterpreneur 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

Semester 7: Retail Entrepreneurship: Feasibility study, Financial Plan, Detailed Business Plan

Semester 6:

Global marketing & E-Commerce: International Trade, Taxation, Digital marketing

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Semester 4:

Retail Merchandising: Product planning, costing,

Semester 5:

Consumer behaviour: Customer dynamics, market Study, Research design

Semester 3:

Introduction to Marketing & Retail: Identifying market need, Retail Planning,
Procedure for opening a store, legalities

Learning outcomes (Semester wise)

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

Understanding the concepts and philosophies of Marketing and Retailing, STP, marketing mix, Types of Retailers, Retail formats, Retail Management Strategy, Omni Channel retailing

Knowledge

Skill

Students will acquire skills in marketing & retailing

The student will be able to develop basic marketing mix and retailing mix

Synthesis

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

Knowledge of retail Merchandising, Assortment planning, Merchandising calendar

Knowledge

Skill

Basic Buying skills, Merchandising Skills, costing, At the end of the course the student would be able to develop basic merchandise strategies for retail outlets

Synthesis

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

Understanding of consumer characteristics and behavioural aspects like Attitude, Perception, Decision making, Personality etc

Knowledge

Skill

Consumer research and Identifying factors affecting consumer behaviour and consumer Decision Making Skills Designing Marketing strategies within the framework of consumer behaviour and motivation.

Synthesis

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

Basic Global Marketing concepts, global marketing environment, Understanding of online marketing, E-Commerce: Role, scope, business models, payment systems, e-marketing and merchandising, logistics

Knowledge

Skill

Global businesses and marketing in traditional as well as in digital space

Development of basic global marketing strategy and be able to use e-commerce platforms

Synthesis

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

Understanding concepts of Entrepreneurship and helping them to generate business ideas related to fashion sector and business plan

Knowledge

Skill

Report Making Skills, Entrepreneurial Skills Identification of opportunities, develop business plan, Detailed Project Report for setting up their Enterprise.

Synthesis

Career Opportunities

Fashion merchandiser



Retail enterpreneur

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



