



**Subject:** Fashion Marketing - BDEFD14328

**Type of course:** Major

**Prerequisite:** Students should have basic knowledge of fashion fundamentals, consumer behavior, and introductory communication skills to understand how fashion products are positioned, promoted, and sold in local and global markets.

**Rationale:** The course enables students to understand how fashion brands are developed, marketed, and retailed using strategic marketing tools, digital platforms, and branding techniques. It prepares learners to analyze consumer behavior, apply 4 P's of marketing to fashion, and create real-world brand-building and retail strategies relevant to the fast-changing fashion industry.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		C	Theory Marks		Practical Marks (E)		
			ESE		MSE	V	P	ALA	
1	0	2	2	00	00	10	40	50	100

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; ESE - End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.



**Course Content**

Sr. no.	Course Content
1	<b>Unit-1 Basic principles of Marketing</b> 1.1 4 P's of marketing 1.2 Segmentation 1.3 Positioning 1.4 Consumer Behavior 1.5 Marketing strategies
2	<b>Unit-2 Fashion Marketing</b> 2.1 Developing & Marketing a fashion/Luxury brand 2.2 Fashion & Luxury Advertising 2.3 Role of PR 2.4 New Media 2.5 Other mediums of visibility & Sales 2.6 Social Media- The latest trend
3	<b>Unit-3 Fashion Retailing</b> 3.1 What is retailing 3.2 Types of retail formats 3.3 Functions of a retailer 3.4. Current retail scenario 3.5. Emerging retail trends in India 3.6. Functions of Retailing
4	<b>Unit – 4 Fashion Branding</b> 4.1 Meaning of branding 4.2. Types of brands 4.3. Role of a brand owner 4.4. Brand building 4.5. Benefits of Brands and branding 4.6. Branding and marketing
5	<b>Unit-5 Theme based Project (Field survey/Visual Display)</b>



**Continuous Assessment:**

Sr. No.	Active Learning Activities	Marks
1	<b>Fashion Product 4P Mapping -</b> Choose one fashion brand and create a 4P analysis (Product, Price, Place, Promotion).and upload PPT file on the GMIU Web Portal	10
2	<b>Fashion Brand Positioning Chart</b> Make a Digital chart of brand position in market and Upload the sheet on the GMIU Web Portal.	10
3	<b>Luxury Branding Storyboard</b> Create a visual storyboard on how luxury brands sell “experience” rather than products and upload the story board photo on the GMIU Web Portal.	10
4	<b>Retail Store Visit &amp; Audit</b> Analyze store layout, VM, product placement, customer flow, window display and many more and upload PDF on the GMIU Web Portal.	10
5	<b>Marketing Strategy Presentation</b> Students design a promotional strategy for a new collection launch, advertising campaign and upload the whole documentation on GMIU Web Portal.	10
<b>Total</b>		50

**Suggested Specification table with Marks (Theory): 60%**

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance(R)	Understanding(U)	Application(A)	Analyze (N)	Evaluate (E)	Create (C)
Weight age	NA	NA	NA	NA	NA	NA

Note: This specification table shall be treated as a general guideline for students and teachers.  
The actual distribution of marks in the question paper may vary slightly from above table.



**Course Outcome:**

After learning the course, the students should be able to:	
CO1	Understand market segmentation, consumer behavior, marketing mix components, market analysis, marketing strategy development, and evaluation.
CO2	Demonstrate an informed awareness to the local and global fashion marketing environment and development.
CO3	Understand the methods of working, knowledge and skills involved in the fashion marketing program.
CO4	Adopt marketing research skills and tools.
CO5	Develop a target market in fashion.

**List of Practical**

Sr. No	Description	Unit No	Hrs.
1	Apply 4P's to any chosen fashion or lifestyle product.	1	2
2	Create Segmentation, Targeting, Positioning charts for 3 consumer groups.	1	2
3	Conduct a mini-survey to understand shopping behavior.	1	2
4	Create a brand name, logo, tagline, and target group.	2	2
5	Design an ad for luxury/fashion brand using visual communication.	2	2
6	Prepare press release, influencer plan & event concept.	2	2
7	Plan a 3-day Instagram campaign for a fashion brand.	2	2
8	Visit a local store and study its VM, layout & customer experience.	3	2
9	Compare online, offline, departmental, and boutique formats.	3	2
10	Case study analysis on retail stores.	3	2
11	Create a brand identity board (colors, tone, audience, attributes).	4	2
12	Develop a step-by-step branding plan for a new fashion label.	4	2
13	Chart-based activity evaluating the difference with examples.	4	2
14	Students gather visual data from a store, mall, or online brand.	5	2



<b>15</b>	Final submission of theme-based marketing & branding project: <ul style="list-style-type: none"> <li>• Market research</li> <li>• Brand concept</li> <li>• Advertising plan</li> <li>• VM / Display concept</li> <li>• Social media plan</li> </ul>	5	2
<b>Total</b>			<b>30</b>

**Instructional Method:**

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

**Reference Books:**

- [1] Armstrong.G&Kotler.P, Harker.M, Brennan. R, (2013), Marketing an Introduction, Pearson Education Limited
- [2] Blythe, J., 2013 Principles and Practices of Marketing, SAGE Publication
- [3] Bon.C (2014), Fashion Marketing: Influencing Consumer Choice and Loyalty with Fashion Products, Business Expert Press
- [4] Buttle. F, (2004), Customer Relationship Management, Routledge
- [5] Hines.T, (2014), Supply Chain Strategies: Demand Driven and Customer Focused, Routledge

