



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Diploma Engineering

Level: Diploma

Branch: Textile Manufacturing Technology

Subject Code: DI04029071

Subject Name: Textile Fashion & Merchandising

w. e. f. Academic Year:	2025-26
Semester:	4th
Category of the Course:	Professional Elective - II

Prerequisite:	Basic knowledge of Fashion and Merchandising.
Rationale:	This course offers a comprehensive look at the global textile, fashion, and merchandising industry, which uniquely blends creative design with commercial business strategies, preparing students for real-world demands. The curriculum is designed to bridge the gap between artistic vision and technical knowledge, integrating subjects from textile science and production processes to trend forecasting, retail buying, and sustainable practices. Through this multi-disciplinary approach, students develop skills for merchandising operations, product costing, fashion marketing, and export procedures. It prepares diploma students for employment in garment export.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Understand the concept, scope, and role of fashion merchandising and the responsibilities of merchandisers.	R,U,A,N
02	Understand the stages of product development, fabric selection, quality parameters, and the merchandiser's role in pre-buying and post-production activities.	R,U,A,N
03	Analyze pricing strategies, sourcing methods, marketing principles, consumer behavior.	R,U,A,C

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR		C	Theory		Tutorial / Practical	
			ESE(E)		PA(M)	PA(I)	ESE(V)	
3	0	2	4	70	30	20	30	150



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1. Fashion Merchandising	<ul style="list-style-type: none">• Introduction to Merchandising,• The principles of Fashion merchandising,• Role and Scope of merchandising,• Fashion merchandising terminology,• Types of merchandising,• Functioning of an export house,• Selection of buyers and buying agency.	10	22%
2. Product Development	<ul style="list-style-type: none">• Introduction, definition & objectives of product development,• Stages of product development, Product design and manufacturing,• Skill Sets and Knowledge required for product development• Merchandising Calendar, Pre-Buying Activities, fabric types and it's Selection ,Garment construction process,• Garment quality problems and remedies.• Role of Merchandiser in Post in production of garments,• Transport delay in delivery, Extension of delivery date• Natural calamities and impact on delivery and payments,• Letter Of Credit (L/C) types and process,• Letter Of Credit (L/C) amendments and implications.	13	29%
3. Pricing and Sourcing	<ul style="list-style-type: none">• Introduction, definitions, objectives of Pricing,• Concepts of pricing in fashion industry,• Importance of pricing in fashion industry,• Factors that impact the pricing practice, pricing strategies.• Product life cycle• Introduction to Sourcing, Meaning and Definitions,• Types of Sourcing,• Factors affecting sourcing decision,• Sourcing in the context of fashion trends, brands & designers• Awareness of business opportunities• Inter-departmental relationship for merchandisers.	10	22%



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4. Fashion Marketing & Consumer Behavior	<ul style="list-style-type: none"> • Introduction to fashion marketing, • Process involved in fashion marketing, • Concept & Functions of fashion marketing, • Purpose of fashion market research, Types of market research. • Introduction & Definition to consumer behaviour. • Importance of consumer behaviour analysis, • Major factors influencing consumer behaviour • Marketing process and the Influences in consumer decision Making • Fashion market segmentation • Types of fashion market segmentation • Elements of marketing mix • Four C's of marketing mix • Target marketing • Definition, objective of product positioning • Steps to product positioning 	12	27%
Total		45	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
30	30	20	10	5	5

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

1. Fashion Marketing Management by V. Ramesh Babu & A. Arunraj ISBN-10: 9385059491 / ISBN-13: 978-9385059490
2. Import & Export of Apparel & Textiles by Nasim Yousaf ISBN-10: 1401014100 / ISBN-13: 978-1401014100
3. Merchandising: Theory, Principles, and Practice by Grace I.Kunz ISBN-13- 978-1563678264
4. Textile Marketing Management by Gordon A. Berkstresser ISBN-10: 0815509758 / ISBN-13: 978-0815509752
5. Going Global: The Textile and Apparel Industry by Grace I. Kunz, Elena Karpova, Myrna B. Garner ISBN-10: 1501307304 / ISBN-13: 978-1501307300



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(b) Open source software and website:

- (a) <https://share.google/oz5xXDQr5EoJvZ9Y4>
- (b) <https://share.google/SNmeJfgxeCqUKdXay>
- (c) <https://htbiblio.yolasite.com/resources/Fashion%20Marketing.pdf>
- (d) <https://www.textiletoday.com.bd/introduction-to-fashion-merchandising/>
- (e) <https://www.fashionretailacademy.ac.uk/resources/guide-to-fashion-merchandising>
- (f) <https://www.youtube.com/watch?v=h4dSn7qJ0zU>
- (g) <https://www.slideshare.net/slideshow/fashion-merchandising-ebook/44146103>
- (h) <https://share.google/wjyYWsTaYqJu1Ag6R>

Suggested Course Practical List:

- 1) Study and preparation of a report on functions and role of Merchandiser in Export house / buying agency.
- 2) Preparation of a merchandising calendar.
- 3) Fabric analysis – Identify fabric type, properties, and end use.
- 4) Fabric selection and evaluation – Analyze fabric properties and Suitability for given garments.
- 5) Study various factors that impact the garment production and delivery on-time
- 6) Effect of market factors on pricing decisions.
- 7) Create a Pricing strategy plan for a New garment brand launch.
- 8) Prepare a Fashion Marketing Plan for a Product – Including market segmentation, Target market, and product positioning

List of Laboratory/Learning Resources Required: Fashion studio

Suggested Project List:

- 1) Development of a Mini fashion collection
- 2) Fabric Sourcing and quality evaluation project
- 3) Merchandising calendar & Pre-buying plan for a fashion season
- 4) Comparative Study of fabric quality from different vendors
- 5) Study on the Role of Merchandiser during production delays

Suggested Activities for Students:

- 1) Fabric swatch identification activity
- 2) Prepare a fabric sourcing file
- 3) Merchandising calendar preparation
- 4) Role Play – Buyer & merchandiser discussion
- 5) Letter of Credit (L/C) flow diagram

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