



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Diploma Engineering

Level: Diploma

Branch: Textile Manufacturing Technology

Subject Code: DI04029111

Subject Name: Textile Fashion Marketing Import & Export

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

Prerequisite:	Basic knowledge of Fashion, Marketing Export & Import.
Rationale:	Fashion sense plays very significant role for the success of latest trend garment formation process. Fashion Marketing, Export & Import subject is designed to provide students with an in-depth understanding of the commercial aspects of the fashion and textile industry. Fashion is not only about creativity and design but also about understanding market trends, consumer behavior, branding, trade policies, and international business operations. This subject helps learners bridge the gap between fashion creation and fashion commerce, equipping them with the skills necessary to succeed in the global fashion market. Through this course, students develop managerial, analytical, and entrepreneurial skills that prepare them for careers in fashion marketing, retail management, buying, export houses, and international trade organizations.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Understand the objectives, process & functions of fashion Design.	R,U,A,N
02	Understand the objectives, process & functions of fashion Marketing.	R,U,A,N
03	Understand the objectives, Process & functions of Textile Export and Import.	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	0	3	70	30	00	00	100



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1. Textile & Fashion Marketing	<p>Introduction to Textile & Fashion Marketing</p> <ul style="list-style-type: none"> • Concept of Marketing – definition, scope, importance • Marketing Mix (4Ps / 7Ps in Fashion) • Branding in Fashion (labels, logos, identity) • Promotion strategies (advertising, PR, fashion shows, events) • Digital fashion marketing (e-commerce, social media, influencers) • Definition, evolution, and scope of e-commerce. • E-commerce business models (B2B, B2C, C2C, C2B). • Case studies: Indian & global fashion brands 	15	34%
2. Import & Export in Textile	<ul style="list-style-type: none"> • Overview of International Textile & Apparel Trade • Global trade organizations: WTO, GATT, ATC, MFA, Agreement on Textiles & Clothing • Indian textile & apparel exports – major markets & products • Import-Export policy framework in India <p>Export Merchandising & Documentation</p> <ul style="list-style-type: none"> • Role of Export Merchandiser • Export order process • Costing and pricing in exports (FOB, CIF, CNF) • Export documents: Invoice, Packing List, Letter of Credit (L/C), Shipping Bill, Bill of Lading, Certificate of Origin, GSP, Insurance documents <p>Import Procedures & Practices</p> <ul style="list-style-type: none"> • Import regulations, duties, licensing • Customs clearance process in India • Import documentation (Bill of Entry, Import License, Delivery Order) • Payment methods in import-export (Advance, L/C, Open Account, Documents Against Payment/Acceptance) 	18	40%
3. Trends & Sustainability in Fashion Trade .	<p>Current Trends & Sustainability in Fashion Trade</p> <ul style="list-style-type: none"> • Emerging markets for Indian textiles • Challenges in international fashion marketing • Sustainable fashion exports – eco-friendly textiles, ethical sourcing • Government schemes for exporters (EPC, AEPC, TEXPROCIL, Handloom Export Promotion Council, etc.) 	12	26%
	Total	45	100



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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. Textile Exports of India by Punithavathy Pandian
ISBN-10: 9381136122 / ISBN-13: 978-9381136126
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
6. Export/Import Procedures and Documentation by Thomas Johnson
ISBN-10: 0814415504 / ISBN-13: 978-0814415504

(b) Open source software and website:

- a) <https://www.dgft.gov.in/CP/>
- b) <https://texmin.nic.in/>
- c) <https://www.commerce.gov.in/>
- d) <https://www.fibre2fashion.com/>
- e) https://www.freightos.com/freight-resources/importing-exporting-textiles/?utm_source=chatgpt.com#-how-to-import-and-export-text
- f) <https://www.youtube.com/watch?v=Z8OXMMqT4Mo>
- h) <https://egyankosh.ac.in/>

Suggested Project List:

- a) Interact with export house about Marketing & Consumer Studies
- b) Prepare report on Export-Import Operations
- c) Case study on Retail & E-Commerce business.
- d) Analysis of Textile Export Data using DGFT or NIRYAT portal
- e) Case Study on a Successful Indian Exporter (e.g., Arvind, Welspun, Trident)



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Suggested Activities for Students:

- a) Practice and make Export Documentation file.
- b) Make list of various E-Commerce & Digital Marketing Activities
- c) Present the process of textile fashion export/import by PPT
- d) Visit any Export House to understand the core concept of Textile trade.

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