



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Diploma Engineering

Level: Diploma

Branch: Computer Aided Costume Design and Dress Making

Subject Code: DI04051081

Subject Name: Apparel Merchandising

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

<b>Prerequisite:</b>	-
<b>Rationale:</b>	The apparel and textile industry is rapidly evolving with continuous innovations in fabrics, fashion, and retail practices. Merchandising acts as a bridge between design, production, and sales, making it a vital function in the apparel business. Understanding merchandising equips students with knowledge of fabric sourcing, costing, product planning, visual display, sales promotion, and communication techniques. This course enables learners to develop professional skills in apparel merchandising, preparing them for careers in retail, export houses, fashion brands, and e-commerce platforms.

### Course Outcome:

After Completion of the Course, Student will able to:

No.	Course Outcomes	RBT Level
01	Describe fundamentals of apparel merchandising.	R
02	Differentiate various merchandising services and process.	U
03	Elaborate different medias of advertisements and digital platforms.	U
04	Identify various apparel market research agencies.	A
05	Prepare costing sheets for apparel products.	A

*\*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)	
4	0	0	4	70	30	0	0	100



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## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<b>Fundamentals of Merchandising</b> 1.1. Concept and definition of merchandising 1.2. Importance of merchandising 1.3. Principles of merchandising 1.4. Merchandising in the apparel industry 1.5. Types of retail merchandise: Peddlers, Boutiques, Chain stores and Mail order sellers	10	20
2.	<b>Merchandising services</b> 2.1. Merchandising services: Current market information, Buyer clinics, Central merchandising, Group purchases and Private label program 2.2. Sales promotion techniques: Coupons, Discounts, Seasonal sales and Loyalty program 2.3. Visual merchandising: Window display, Store layout, Mannequins, Lighting and Colour psychology 2.4. Fashion communication: Catalogues, Brochures, Look-books and Brand story telling 2.5. The process of merchandising: <ul style="list-style-type: none"><li>▪ Retail merchandising: Planning &amp; budgeting, Sourcing, Buying, Pricing, Display, Service, Sale, Inventory</li><li>▪ Production Merchandising: Communication with retail buyer, Sample making, Sourcing raw material, Production planning, Quality inspection, Packing, Delivery</li></ul>	20	35
3.	<b>Advertisements in apparel industry</b> 3.1. Importance of advertisement in apparel industry 3.2. Kinds of advertising: Image, Item, Promotional, Cooperative advertising 3.3. Medias of Advertisement: Newspaper, Magazines, Leaf-Let, Brochures, Catalogues, Folders, Charts, Posters, Diary, Calendars, Road Hoardings, Vehicle Hoardings, Banner, Radio, Television, E-commerce platforms and digital	15	20



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	market places 3.4. Advertising and Media planning 3.5. Publicity and promotional activities		
4.	<b>Apparel Market Research agencies</b> 4.1. Role of market research in apparel industry 4.2. Research agencies: Trade associations, Fashion shows, Bulletins, Conventions and Retail buyers' groups	7	10
5.	<b>Apparel costing for merchandiser</b> 5.1. Elements of cost: Material cost, Labour cost, Expenses and Overheads 5.2. Calculation of overall apparel manufacturing cost (Cut – Make – Trim/Pack and Shipping) 5.3. Factors affecting the costing process	8	15
	<b>Total</b>	<b>60</b>	<b>100</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
25	50	25	-	-	-

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 Merchandising, An introduction, fourth edition, Stone Elaine and Samples J.A. Published by McGraw Hill, New York, ISBN: 0-07-061742-2.
2. Fashion from Concept to Consumer sixth edition, Frings Gini Stephens Published by Prentice Hall, NJ 07458, ISBN: 0-13-060641-2.



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## **(b) Open source software and website:**

1. <https://www.textiletoday.com.bd/introduction-to-fashion-merchandising>
2. <https://www.indeed.com/career-advice/career-development/types-of-advertising>
3. <https://in.indeed.com/career-advice/career-development/importance-of-advertising>
4. <https://ncert.nic.in/textbook/pdf/lehe202.pdf>
5. [https://pubhtml5.com/rhec/xuxf/Apparel\\_Merchandising\\_Management%3A\\_Trainee\\_Study\\_Book1/63](https://pubhtml5.com/rhec/xuxf/Apparel_Merchandising_Management%3A_Trainee_Study_Book1/63)
6. <https://www.google.com/search?q=Trade+associations+and+trade+shows&oq=Trade+associations+and+trade+shows&aqs=chrome..69i57.6752j0j7&sourceid=chrome&ie=UTF-8>

## **List of Laboratory/Learning Resources Required:**

Computer Laboratory with latest computers

## **Suggested Project List:**

1. Select some advertisement and identify their strengths and weakness and present it in class.
2. Design advertisement for new range of garments for publishing in local newspaper.
3. Prepare advertising material for the proposed brand: Newspaper, Magazine, Leaf-let, Poster and Digital marketing for Instagram / Facebook and WhatsApp.

## **Suggested Activities for Students: If any**

- \* Internet-based assignments.
- \* Teacher guided self-learning activities
- \* Undertake micro-projects in teams

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