



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Diploma Engineering

Level: Diploma

Branch: Textile Designing

Subject Code : DI04059021

Subject Name : Fashion Studies & Merchandising

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

Prerequisite:	Basic understanding of fashion concepts and structure of the fashion industry.
Rationale:	Fashion studies and merchandising are very important parts of the fashion industry. Fashion merchandising works like the planning and management side of fashion. It helps connect creative ideas with business needs. In simple terms, it makes sure that the beautiful designs created by designers are produced, sold, and reach customers in the best possible way.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
1	Understand of the global fashion industry, including its historical development, trends, and future directions.	R, U
2	Analyze consumer behavior in the context of fashion, including factors influencing purchasing decisions and market trends.	U,N
3	Develop skills in merchandising, including product selection, assortment planning, and inventory management.	U,C
4	Create an awareness of ethical and sustainable practices in the fashion industry, encouraging responsible decision-making and social responsibility.	N,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)	
3	0	2	4	70	30	20	30	150



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Course Content:

Unit	Unit Outcomes (UOs) (4 to 6 UOs at different levels)	No. of Hours	% of Weightage
I	Introduction to Fashion Merchandising 1.1 Principle of Fashion Retailing 1.2 Fashion, Business and Product 1.3 Activities of Buying and Merchandising 1.4 Organizing Buying and Merchandising	7	14
II	Product Development 2.1 Fashion Retailing 2.2 Role of Product Within a Fashion Business 2.3 Fashion, Business and Product 2.4 Case Study in Fashion Merchandising	9	19
III	Pricing And Sourcing 3.1 Importance of Pricing & Sourcing the Garment 3.2 Budgeting in fashion Merchandising 3.3 Open-to-Buy in fashion Merchandising 3.4 Sizing, Deliveries and Allocation in fashion Merchandising 3.5 Merchandising as a global Perspective	9	19
IV	Trading Environment 4.1 E –commerce & Merchandiser Role 4.2 Buying, merchandising & supply chain Management 4.3 Competitive shopping	10	24
V	Merchandiser and the Supply Chain 5.1 Fashion marketing planning 5.2 Fashion Marketing Strategies 5.3 Fashion Product and Development 5.4 Research and Analysis in fashion Merchandising	10	24
	Total	45	100

5. 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



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

6. SUGGESTED LEARNING RESOURCES

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Fashion Merchandising Principles and Practice	James Clark	RED GLOBE PRESS , London ISBN 978-1-352-01110-4
2	Fashion Marketing,	Mike Easey	Blackwell Publishing, 2009
3	Marketing The Basics	Karl Moore and Niketh Pareek	Routledge Publications, 2010
4	Fashion Collections: Product Development and Merchandising	Nicola Misani & Paola Varacca Capello	EGEA Spa - Bocconi University Press , 2017 ISBN-13 : 978-8885486218
5	E-Commerce & Retail Merchandising	Business Reference Guide	Salem Press , 2014 ISBN-13 : 978-0824214043
6	Merchandising of Fashion Products	Doris H Kincade Fay Y. Gibson	Pearson Education India ,2009 ISBN: 978-8131730966

7. SUGGESTED LEARNING WEBSITES

1. <https://textilelearner.net/fashion-show-types/>
2. <https://adespresso.com/blog/fashion-marketing-strategies/>
3. <https://www.businessoffashion.com/education>
4. <https://www.iiad.edu.in/the-circle/what-is-fashion-merchandising/>
5. <https://www.ecwid.com/blog/what-is-fashion-merchandising.html>
6. <https://www.wallstreetmojo.com/merchandising/>
7. <https://jdinstitute.co/different-types-of-merchandisers-in-fashion/>

Suggested Course Practical List:

S. No.	Practical Outcomes (PrOs)	Unit No.	Approx. Hrs. required
1.	Calculate the inventory of a selected garment in a fashion store.	IV	02
2.	Study a local fashion retail store and analyze its layout for optimal product fitment.	IV	02
3.	Design e-commerce strategies for a fashion brand, focusing on	V	02



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	website design, user experience, and online marketing.		
4.	Determine the retail price of a garment by calculating profit margins.	V	02
5.	Plan, coordinate, and execute a fashion industry event.	V	02
6.	Develop branding components for an existing fashion brand, including logo, brand message, and promotional materials.	V	02
7.	Design strategic buying and negotiation plans for a fashion house.	V	02
8.	Simulate a fashion buying scenario where students act as buyers and make purchasing decisions based on trends, budgets, and target customers.	V	02
9.	Create a visual merchandising display for a specific fashion product or collection.	VI	02
10.	Develop a branding plan to create a strong identity and attract the target market.	IV	02
11.	Conduct market research to identify current fashion trends and consumer preferences.	I	02
12.	Calculate the inventory turnover rate for a fashion house.	IV	02
13.	Prepare sales forecasting for nightgowns during the wedding season.	II	02
14.	Analyze case studies of successful and unsuccessful fashion merchandising strategies.	IV	02
	Total		28

Suggested Project List:

1. Visit to a Fashion Store
2. Identify key competitors
3. Analyze the target Customer
4. Develop a strategy to engage with the online community
5. Plan and execute promotional campaigns for the Fashion House

Suggested Activities for Students:

- a) Prepare specification of Any renowned Brand Garment
- b) Undertake micro-projects in teams
- c) Present seminar on importance of Fashion Merchandiser
- d) Visit any Garment Shop to understand the core concept of Stock Planning

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