

4-Year U.G. Degree Syllabus

B Design - Fashion Design
Semester - VIII

Subject	Credits	Hours	Marks				
Retail and Visual Merchandising	4	60	Th 25	Pr -	Th 75	Pr -	100
Theory			Internal		External		Total

OBJECTIVES:

The learner will be able to-

- 1) Enumerate the Importance of visual merchandising in fashion industry through elements and theories for store display.
- 2) Present SWOT analysis based on the listed factors.

CONTENT:

Block No.	Objective	Topic/Content Analysis	Assignment	Marks
1	To be able to explain the concept of Visual Merchandising.	Introduction to Visual Merchandising: The role of Visual Merchandising in a store, the growing significance of Visual Merchandising Theories of Visual Merchandising: Color and Texture, Line and composition, Lights and lighting	Case study- <i>Future group (diversification)</i>	25
2	To be able to identify and Implement visual merchandising tools in stores in form of presentation.	Areas of display: The store exteriors, Window display, Store interiors Means of visual communication: Furniture's and fixtures, props, Graphics and signage, Mannequins	Documentation and presentation)- <i>Study and compare 2 retailers with similar positioning w.r.t. any 2 parameters</i>	25
3	To be able to differentiate between various types of retails and retailers.	Introduction to retail: Introduction to the world of retailing; roles performed by a retailer, Types of retailers: retail formats, Multi- channel retailing, Customer buying behavior	To study and compare 2 retailers w.r.t. store fixtures and signage used To Collect pictures of Retail store signage	25
4	To be able to Describe and grade the brand in	Retail branding & customer relationship: The value delivery process: customer value, perceived value,	(Documentation and presentation) - <i>SWOT Analysis of</i>	25

	mentioned criteria.	customer expectations, customer satisfaction & delight, customer loyalty, customer lifetime value, Retail branding: brand equity, brand identity prism	<i>Indian Retail Industry</i>	
--	---------------------	--	--------------------------------------	--

EVALUATION PATTERN –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25
External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

1. Dennis C., Fenech T., and Merrilees B. (2004), *“E- retailing”*, Routledge, London.
2. Kapferer J.N., (1994) *“Strategic Brand Management”*, Free Press Publication.
3. Khera P., *“Franchising”*, Tata McGraw Hill, 1st Edition.
4. Levy M., Pandit A. and Weitz B., *“Retailing management”*, Tata McGraw Hill, 6th Edition.
5. Pegler M.M., (2006) *“Visual merchandising & display”*, Fairchild Publication, 6th Edition.
6. Serrats M., (2006), *“Point of purchase”*, Harper Design Publications.
7. Weishar J. (2005) , *“The aesthetics of merchandise presentation”*, ST Media Group International Inc., 1st Edition.