

SYLLABUS FOR THE BATCH FROM YEAR 2025 TO 2026

FOR

Certificate/Diploma in Fashion Merchandising and Retail Marketing

(Credit Based Evaluation and Grading System)

Semester: I-II

EXAMINATIONS: 2025-2026

The Certificate/Diploma Programme Offered:

- **Certificate Course in Fashion Merchandising and Retail Marketing (6 Months duration)**
- **Diploma in Fashion Merchandising and Retail Marketing (6+6 = 12 Months duration)**



Program Outcomes:

- **Fundamental Knowledge of Fashion**– Students will gain an understanding of the core principles and concepts of fashion trends, enabling them to use their creative and styling skills.
- **Enhanced Marketing Skills** – The program focuses on improving students' marketing abilities in promoting and selling their products competitively and innovatively.
- **Merchandising Skills**– Through merchandising skills, students can get the knowledge of a role performed by a merchandiser in the export houses.
- **Career Readiness & Employability** – The program prepares students for entry-level positions in fashion fields by equipping them with industry-relevant skills and knowledge.

**Name of the Department: Apparel & Textile Technology
In Collaboration with**

Directorate of Online Studies

**GURU NANAK DEV UNIVERSITY
AMRITSAR**

Certificate/Diploma in Fashion Merchandising and Retail Marketing (SEMESTER SYSTEM) Offered by Department of Apparel & Textile Technology in Collaboration with Directorate of Online Studies, Guru Nanak Dev University Amritsar

Eligibility:

- +2 or equivalent examination.
- Any student pursuing Bachelor Degree, Master Degree, M.Phil., Ph.D. from GNDU, affiliated or constituent colleges.

SEMESTER-I

Paper Code	Subject	Marks			Credits
		Internal Assessment	End Term	Total	
OLFMR111T	Introduction to Fashion	30	70	100	4
OLFMR112T	Fundamentals of Marketing	30	70	100	4
OLFMR113T	Fashion Merchandising	30	70	100	4
OLFMR114T	Fundamentals of Management	30	70	100	4
Total Marks & Credits		120	280	400	16

SEMESTER-II

Paper Code	Subject	Marks			Credits
		Internal Assessment	End Term	Total	
OLFMR211T	Product Development and Innovation	30	70	100	4
OLFMR212T	Visual Merchandising	30	70	100	4
OLFMR213T	Supply Chain Management	30	70	100	4
OLFMR214T	Introduction to Garment Production	30	70	100	4
Total Marks & Credits		120	280	400	16

**Certificate/Diploma in Fashion Merchandising and Retail Marketing (SEMESTER SYSTEM)
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**Introduction to Fashion
Subject Code: OLFMR111T
(Semester-I)**

Time:03Hours

Max.Marks:100Marks

InternalAssessment:30 Marks

EndTerm:70Marks

Instructions for the Paper-Setter/examiner:

1. Question paper shall consist of **Four sections**.
2. Paper setter shall set **Eight questions** in all by selecting **Two questions** of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt **Five questions** in all, by at least selecting **One question** from each section and the **5th question** may be attempted from any of the **Four sections**.
4. The question paper should be strictly according to the instructions mentioned above. In no case a question should be asked outside the syllabus.

Section – A

Fashion- Definition and its Importance

Fashion Terminology- Croqui, Fashion Trends (Revival trends, Microtrends, Classic and Evergreen trends), Haute Couture, Designer, Prêt-A-Porter, Silhouette, Draping, Fad, Classic, Style, Change, Anti Fashion, Avante- Garde, White Label, Mass Production, Fashion Followers, Fashion Leaders.

Section – B

Elements of Design- Line, Shape, Space, Pattern, Texture, Color and how they affect Fashion.

Principles of Design- Balance, Proportion, Rhythm, Emphasis, Unity and how they affect Fashion.

Section – C

Fashion Theories- Trickle Down, Trickle Across and Bottom Up Theory.

Fashion Cycle- Introduction and its stages, Length and Break in Fashion Cycle.

Section - D

Fashion Forecasting- Long-term and Short term, Fashion Forecasting Agencies.

Definitions- Fast-fashion and Slow-fashion, Circular Fashion, Eco-Fashion, Recycling, Upcycling, Downcycling, Green fashion, Sustainability.

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Fundamentals of Marketing

Subject Code: OLFMR112T

(Semester-I)

Time:03Hours

Max.Marks:100Marks

InternalAssessment:30 Marks

EndTerm:70Marks

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Section – A

Fashion Marketing- Introduction, Development, Swot analysis, Market Mix, Fashion Market Size, Structure and Planning.

Role of 4P's of marketing, Market Research, Marketing Environment.

Section –B

Digital Marketing- SEO, Content Marketing, Affiliate Marketing, E-commerce Marketing, Social media marketing, Advertising- Traditional Advertising, Digital Advertising, Sales and Distribution- Sales strategies, Retail Marketing,

Section – C

Brand Decisions- Branding challenges, Brand Name Decision, Brand Building Tools, Brand Strategy Decisions, Brand Asset, Brand Auditing and Repositioning, Packaging and Labelling.

Section – D

Introduction- Marketing Strategies, Types of Retail Stores, Trends in Retailing, Elements of Retail Mix, Discount Retailing, Direct Selling, Internet selling, Catalogue Selling.

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**Fashion Merchandising
Subject Code: OLFMR113T
(Semester-I)**

Time:03Hours

**Max.Marks:100Marks
InternalAssessment:30 Marks
EndTerm:70Marks**

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Section – A

Fashion Merchandising- Definition & Importance, Role of a Fashion Merchandiser, Merchandise Planning, Assortment Planning, Qualifications for Merchandising Positions.

Forecasting- Introduction, Role, Agencies.

Section – B

Retail Merchandising- Introduction, Concept, Quick Response, Just in Time, Merchandise Calendar, Forecast and Trend Analysis, Functions of Retail Merchandiser.

Section – C

Fashion Promotion- Planning and Direction, Fashion Advertising- Kinds, Scheduling and Planning, Media, Publicity, Campaigning, Special Events, Fashion Shows, Trade shows.

Section – D

Brief Knowledge of Product Merchandising, Omnichannel Merchandising, Digital Merchandising, Pre-Production, and Post-production.

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**Basics of Management
Subject Code: OLFMR114T
(Semester-I)**

Time:03Hours

Max.Marks:100Marks

Internal Assessment: 30 Marks

End Term: 70Marks

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Section – A

Management- Concept, Characteristics and Principles.

Section – B

Organization- Definition, Factors which influence the selection of organization, Factors to be considered to start a new Business.

Section – C

Company- Introduction and Company, Difference between Company and Partnership, Characteristics of a Company.

Section – D

Business Management- Concept of Business, Characteristics of Business Activities, Comparison of Business, Profession and Employment, Classification, Objectives and Nature of Business Risks.

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Product Development and Innovation

Subject Code: OLFMR211T

(Semester-II)

Time:03Hours

Max.Marks:100Marks

InternalAssessment:30 Marks

EndTerm:70Marks

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3. Candidates shall attempt **Five questions** in all, by at least selecting **One question** from each section and the **5th question** may be attempted from any of the **Four sections**.
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Section – A

Retail Pricing- Role, Factors Influencing Price Decision, Main Methods of Price Setting, Pricing Strategies of New Products.

Section – B

Product Life Cycle- Concept, Marketing Strategies for Various Stages of Life Cycle, New Product Development, Stages of New Product Development.

Section – C

Product Strategies- Product Line Decisions, Product Line Analysis, Product Line Length, Line Modernization, Featuring and Pruning.

Section – D

Definition of the Following Terms- Cost Price, Mark ups, Mark Down, Prototype, Spec Sheet, GDP, Inventory Control, Record Keeping, Recession, Heterogeneous Markets, Vendor Relations, Consumer Relationship Management, Budgeting.

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Visual Merchandising
Subject Code: OLFMR212T
(Semester-II)

Time:03Hours

Max.Marks:100Marks

InternalAssessment:30 Marks

EndTerm:70Marks

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Section – A

Visual Merchandising- Introduction, Advantages for the Buyers and Trend Setters today, Importance, Elements and Types, Types of Retail Stores, Sales Techniques & Customer Service, Omni-Channel Retailing & Digital Integration.

Section – B

Introduction to Exhibition and Display- Types of window display, Store Layout, Fashion Promotion & Advertising, Social Media & Influencer Marketing, Public Relations & Brand Positioning and Customer Engagement & Loyalty Programs.

Section – C

Fashion Retailing-Online Retail & Market places, Website Merchandising & User Experience, Digital Marketing & SEO for Fashion Brands, Data Analytics & Consumer Insights.

Section – D

Brief Introduction To- Virtual & Augmented Reality in Shopping Experiences, Different Modes of Exhibitions. Tools of Sales Promotions, Implementation of Quick Response, Objectives, Benefits, Types of Exhibitions and Fashion Shows, Trade Shows, Difference in Advertisements and Personal Selling.

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Supply Chain Management

**Subject Code: OLFMR213T
(Semester–II)**

Time:03Hours

Max.Marks:100Marks

InternalAssessment:30 Marks

EndTerm:70Marks

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Section – A

Introduction to Supply Chain Management- Definition, Scope, Importance of Supply Chain Management. Key Drivers of the SCM, Features of the Supply Chain Management.

Section – B

Logistical Activities- Definition of Logistics Management, Scope, Role of Transportation. Relationship between Transportation and other Business Functions, Demand Management and Forecasting in Supply Chain.

Section – C

Planning Supply and Demand in Logistics and Supply Chain Management- Planning and Sourcing in Supply Chain, Type and Time Horizon of Forecast, Warehousing Decisions.

Section – D

Planning and Managing Inventory in Supply Chain- Inventory control, Planning and Managing Inventories, Warehouse Management (receipt, issue, storage and preservation, stock verification, in-bound and out-bound distribution operations), Sourcing and Procurement.

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Introduction to Garment Production

**Subject Code: OLFMR214T
(Semester–II)**

Time:03Hours

Max.Marks:100Marks

InternalAssessment:30 Marks

EndTerm:70Marks

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Section – A

Introduction to Clothing Industry- Clothing Industry and its Structure, Sectors of Clothing Industry, Product Type and Organization.

Section – B

Organization of Clothing Factory- Principles of Management, Design Department, Marketing Department, Finance Department, Purchasing Department, Production Department, Operations Department.

Section – C

Manufacturing Technology- Cutting and Fusing Room, Sewing and Pressing Technology, Production Technology, Warehousing.

Section – D

Role of Quality Checking and its Principles, Pricing Garments and Fashion Services, Intellectual Property Rights.