

**Lesson Plan**

Name of Teacher: Deepti Pargai

Designation: Assistant Professor

Class: 2<sup>nd</sup> year Sem: IV  
(BFAD-221)

Subject: Fashion Marketing and Merchandising

Deptt.: BFAD

For the Session: Jan-April(2018)

Month	Class	Topic/Chapters Covered	Academic Activity	Test/ Assignment
January (8 to10)	2	Fashion terminology		
January (10-12)	2	Sources of fashion		
January (15-16)	2	Fashion cycles and seasons		
January (17-19)	3	Factors favoring and retarding fashion		
January 23-25	3	Fashion theories- Traditional fashion adoption (Trickle-Down theory), Reverse adoption (Trickle-Up or Bottom-Up theories), Mass dissemination (Trickle-Across theory)		
January 29-30	2	Fashion forecasting		
31 January-1 February	2	Marketing: Definition, concepts and functions		
2 February	1	Marketing plan and process, market terminology		
3 February	1		Suraj Kund fair	
February (5-7)	3	Fashion market and marketing environment		
February (8-9)	2		Cluster	
February (14-17)	4	fashion marketing planning, Market research		
February (19-21)	3	User's buying behavior, market communication		
February (21-23)	3	Channels of distribution		
February (26-28)	3			Sessional-I
March (5-7)	3	Advertising,		
March (7-9)	3	Sales promotion techniques		
March (9-10)	2	Exhibitions and sales		
March (12-17)	6	Care labels and brands		
March (19-21)	3	Introduction, role of merchandiser		
March (21-23)	3	Types of merchandiser		
March (26-28)	3	Types of merchandising		
March (29-31)	3	Importance of textile industry in Indian economy		

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April (2-7)	6	Export documentation Export marketing		
April (9-13)	5	Global scenario and WTO		
April (13-18)	5	Export and textile policies		
April (19-21)				Sessional-II
April (23-27)	5	Revision classes		
28 April		Session end		

