

Lesson Plan

Name of Teacher: Dr. Monika Negi

Designation: Assistant Professor

Class: III year Semester : 6th

Subject: Fashion communication

Deptt.: BFAD

For the Session: 2017-18

| Month | Class | Topic/Chapters Covered | Academic Activity | Test/Assignment |
|---|-------|---|-------------------|-----------------|
| 10 th -12 th January | 3 | Understanding clothing:-Purpose of clothing. | | |
| 17 th -18 th January | 2 | Purpose of clothing : Protection, Modesty | | |
| 19 th and 24 th January | 2 | Purpose of clothing : Attraction and communication | | |
| 25 th and 31 st January | 2 | Clothing culture & communication, men and women's clothing, role and status of clothing. | | |
| 1 st - 2 nd February | 2 | Consumer behavior:- Factors influencing consumer buying behavior: age, gender, balance, location, | | |
| 3 rd February | - | | Surajkund Mela | |
| 7 th February | 1 | Factors influencing consumer buying behavior: work, wealth, | | |
| 8 th -9 th February | - | | Cluster 2018 | |
| 14 th -16 th February | 3 | Factors influencing consumer buying behavior: Consumer profile, psychographic and motivation, other psychological approaches. | | |
| 21 st -22 nd February | 2 | PR and its importance in fashion | | |
| 23 rd February | 1 | Role of fashion PR | | |
| 26 th -28 th February | | | | Sessional 1 |
| 7 th – 8 th March | 2 | PR method for fashion | | |
| 9 th and 14 th March | 2 | Event planning | | |
| 15 th March | 1 | Wardrobe consultation | | |
| 16 th March | 1 | Trend forecasting | | |
| 21 st – 22 nd | 2 | Organization of fashion shows | | |
| 23 rd and 28 th March | 2 | Types of fashion shows | | |
| 29 th - 30 th March | 2 | Check points for fashion shows | | |
| 5 th -7 th April | - | - | SRIJAN 2018 | |
| 11 th -12 th April | 2 | Fashion designers and their work | | |
| 13 th and 18 th April | 2 | Fashion shows: National and international | | |
| 19 th – 21 st April | - | - | | Sessional II |
| 26 th – 27 th April | 2 | PR in future. | | |

M. Monikaneji
20/12/17

Signature of Teacher
(With Date)