**Textiles Marketing and Merchandising**

**EC/H.Eco-TC-403**

**Checklist of Course Content**

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| **Course Content** | **Sources of Course Material** |
| Management: Scope of management; Management hierarchy; Management aids; Management Organization | <https://www.referenceforbusiness.com/management/Log-Mar/Management-Levels.html><https://content.kopykitab.com/ebooks/2014/07/3466/sample/sample_3466.pdf>**Chapter 1**<https://www.slideshare.net/belaluddin7311/function-amp-importance-of-merchandising-in-apparel-industry?qid=fcf49400-b3e1-4a11-9da7-a7f80b21f545&v=&b=&from_search=3> |
| Merchandizing: Definition and importance of merchandizing; Concept of durability, style, attractiveness, comfort & general marketing. | <https://www.slideshare.net/ShwetaIyer8/merchandising-roles-and-responsibilities><http://vasantkothari.com/content/view_presentation/524/11-Role-of-Merchandiser> <https://www.slideshare.net/sheshir/presentation-on-merchandising><https://www.slideshare.net/misakitakata/merchandising-ppt><https://www.slideshare.net/muhundhanmurugasen/merch-24728178><https://www.slideshare.net/belaluddin7311/function-amp-importance-of-merchandising-in-apparel-industry?qid=fcf49400-b3e1-4a11-9da7-a7f80b21f545&v=&b=&from_search=3> |
| Problems faced by the manufacturers to meet specifications of consumers and vice versa. | <https://shodhganga.inflibnet.ac.in/bitstream/10603/8376/9/08_chapter%205.pdf><https://www.onlineclothingstudy.com/2014/05/what-are-common-problems-found-in.html> |
| Research and Development: Scope of research and Development; Research requirements of a company; Research associations. | <https://www.cleverism.com/rd-research-and-development-overview-process/>[file:///C:/Users/Ayesha/Desktop/new%20emails%20from%20university/merchandiz/RESEARCH\_OF\_THE\_NEW\_PRODUCT\_DEVELOPMENT\_PROCESS.pdf](file:///C%3A%5CUsers%5CAyesha%5CDesktop%5Cnew%20emails%20from%20university%5Cmerchandiz%5CRESEARCH_OF_THE_NEW_PRODUCT_DEVELOPMENT_PROCESS.pdf)<https://www.slideshare.net/basiljoe010/scope-of-operations-research?qid=3c7d5f5e-d4de-415f-b1f9-2646e7d9617a&v=&b=&from_search=10> |
| Marketing: Definition and scope; The societal marketing concepts; Functions and policies related to textile industry of Pakistan | <https://www.youtube.com/watch?v=KKHZnEozqcc><https://www.youtube.com/watch?v=TuXStU9VVSc><https://www.youtube.com/watch?v=yPuvWfUfG3I>[https://www.researchgate.net/publication/235765754\_FASHION\_MARKETING\_THEORY\_Chapter\_5\_FACTORS\_THAT\_INFLUENCE\_THE\_CLOTHES'\_BUYING\_DECISION/link/0f317537548c503ec8000000/download](https://www.researchgate.net/publication/235765754_FASHION_MARKETING_THEORY_Chapter_5_FACTORS_THAT_INFLUENCE_THE_CLOTHES%27_BUYING_DECISION/link/0f317537548c503ec8000000/download)<http://htbiblio.yolasite.com/resources/Fashion%20Marketing.pdf> chapter 1,4 |
| Role of advertisements in promotion of textile merchandise. | **Book: Advertising and Promotion** (Chapter 1 and 3)**Advertisement and merchandiser**<https://textilelearner.blogspot.com/2013/10/role-of-merchandiser-in-apparel-industry.html>**Role of Advertising in Fashion Industry** <https://www.slideshare.net/anchalbathla37/advertising-for-fashion-industry>**Promotion and advertising media types**<https://www.youtube.com/watch?v=W5HAX8dB1JM>**Audio lecture on Advertising,meaning,scope**<https://old.vocaroo.com/i/s0tf1udw0zjT> |