**FASHION AND BOUTIQUE MANAGEMENT**

**Course title: EC/H.Eco-TC-404**

**Checklist for course content**

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| Introduction to fashion, Fundamental of fashion, concept, terminology and forecast. | Ppt link  <https://www.slideshare.net/Redkissfaty/fashion-33184288> |
| Types of fashion: Haute Couture, Ready to wear | Vedio link : <https://www.youtube.com/watch?v=nsHWEWQKUyA> |
| Introduction to Contemporary Visual Merchandising | Book **Visual Merchandising A Guide for Small Retailers**  https://drive.google.com/open?id=1R3q-4L4DKOenDw9gnpyRD8hCZQADO-ZK |
| Introduction to marketing | Book : **Marketing management** by Dr. k. Karynakaran  <http://www.himpub.com/documents/Chapter903.pdf> |
| Product definition and life cycle | Hardvard business review matketing magazine  <https://hbr.org/1965/11/exploit-the-product-life-cycle> |
| Analyzing consumer buying habits and finding marketing ―gaps‖ | Book **Marketing Principles**  **Chapter 3: Consumer Behavior: How People Make Buying Decisions**  <https://2012books.lardbucket.org/books/marketing-principles-v1.0/s06-consumer-behavior-how-people-m.html> |
| Inventory purchasing, Inventory control, pricing | cyber space link <https://drive.google.com/open?id=1Akf7aYSeUhZkCyGhu4v0xjBNrV5ZuVGk> |
| Location and marketing | Vedio link : <https://www.youtube.com/watch?v=-Nv1d9Lylzg>  Ppt link : <https://www.slideshare.net/havas-media/locationbased-marketing-lbm-global-media-trends> |
| Promotional budgets (methods of evaluation), In-store display, | Video link <https://www.youtube.com/watch?v=nOhd9SeWBfs>  Ppt link <https://www.slideshare.net/Irfanmavilayi/advertising-budget-50288543> |
| Personal selling, advertising | Video link <https://www.youtube.com/watch?v=eozVBcpTJ1k> |
| Display Accessories and Tool Box | <https://www.apexdisplay.com.au/your-visual-merchandising-toolkit-checklist/> |
| Developing a Design and Budget | Cyber space link https://drive.google.com/open?id=1cXZM78OQBGyy4niUsPFOHxe1d65gQxD\_ |
| Taking Down Fashion Show and Store Displays | <https://www.wikihow.com/Organize-a-Fashion-Show> |