

TAM4445 Apparel Merchandising

Level	Level 4
Course Code	TAM4445
Course Title	Apparel Merchandising
Credit value	4
Core/Optional	Core(Apparel Production and Management, Textile Manufacture)
Course Aim/s	The aim of this course is to provide knowledge required for a merchandiser to work productively in apparel industry
Course Learning Outcomes (CLO):	After completing the course, student should be able to, CLO 1: Describe the theoretical and practical aspects of merchandizing CLO 2: Explain the theories of consumer behaviour related to merchandising CLO 3: Explain the product development process of the apparel industry CLO 4: Explain the buying and sourcing processes in apparel industry CLO 5: Determine the cost and the price of a garment CLO 6: Describe the promotional activities and advertising methods practiced in merchandising
Content	Outline syllabus Unit I: Introduction to merchandising Unit II: Product planning and development Unit III: Garment buying Unit IV: Costing and pricing Unit V: Promotion and advertising