

**SARDAR PATEL UNIVERSITY**  
**Programme: B.Sc (Home Science)**  
**Semester: IV**  
**(Textile & Clothing)**  
**Syllabus with effect from: November/December-2012**

**Objectives:**

- To develop an understanding of concepts of marketing.
- To orient with marketing strategies.
- To create awareness regarding rights of consumers

<b>Paper Code:UH04CTCL05</b>	<b>Total Credit: 3</b>
<b>Title Of Paper: Textiles &amp; Apparel Marketing</b>	

Unit	Description in detail	Weighting (%)
I	<b>Nature, role and importance of marketing &amp; market research</b> Nature & role of market Importance of marketing Market research process	20%
II	<b>Distribution System</b> Channels of distribution –types and function. Choice of distribution system with reference to clothing.	20%
III	<b>Promotional Devices</b> Mass Selling- Importance, types and medias of Advertising, publicity, displaying. Personal Selling Sales Promotion Branding in textile industry	40%
IV	<b>Standards and Standardization of textile products</b> National and International Standard Organization Certification Marks – Importance, type, registration and institutes (ANSI, AATT, ASTM, AATCC, BIS, CICO, TWC, ISO)	20%

**Basic Text & Reference Books**

- Stampler A, Sharp S., Donnell Linda(1986): Evaluating Apparel Quality, Fairchild Publications, New York
- Mccarthy E. Jerome, Perreault William D. (1991): Essentials of Marketing, IRWIN series in marketing, Home wood I.L.Boston
- Shukla R.S.(1995): How to Export Garments Successfully
- Koshy Darli O.(1995): Effective Export Marketing of Apparel, Global Business press.
- Stanten William J. : fundamentals of Marketing, McGraw Hill Book Co. V Edition, New York
- Color Jesale : Consumer Economics
- Rather B.SC : Export Marketing
- Sethi K.C.: Advertising Theory and Practice Himalaya Publishing House
- M.C.Dermott Irene, Norrosis.J.L., Bannett Chess A,: Opportunities in Clothing, co. Inc. Illinois
- Textile Performance Standards and Textile Associated Organizations
- Kotler P : Marketing Management



- Lily Dorothy (1977) : Performance of Textiles, John. Wiley & Sons
- Stapleton John, Hodder & Stoughton : Teach Yourself Marketing
- Rai Inderpal (2002) : Textile Industry Problems & Prospects in the 21<sup>st</sup> Century. Books Treasure, Jodhpur.
- Kothari C.R.(1999): Research Methodology Methods & Techniques, Wishwa Prakashan, Mumbai
- The Indian Textile Journal Business Press Pvt. Ltd. Bombay.
- Dickerson Kitty G. Textiles & Apparel in the International Economy
- ISO 9000 Quality Management Systems : Trade Market Series, International Trade Center & International Organization for Standardization
- Alexander(1977) : Textile Products, Slection, Use and Care, Houghton Mifflin Co.
- Stout Evelyn E. : Introduction to Textiles
- Labarth Jules : Elements of Textiles
- Magazines related to Textiles and Apparel

