

**Subject Code : ECSFCD**

**Sales Promotion and Portfolio Presentation**

**Unit - I**

Fashion categories Clothing categories. styling, price ranges and size ranges for men's, women's and kids wear.

**Unit - II**

Fashion forecasting, Fashion advertising and promotion.

**Unit - III**

Visual merchandising: window display, interiors, material study. store planning Elements of visual merchandising.

**Unit - IV**

Fashion retailing and store management.

**Unit - V**

Portfolio presentation. Material management and presentation skills.

**Reference Books:**

1. Vijay Barotia, "Marketing Management", Mangal Deep Publication, 2001
2. J. Jarnow and K. G, Dickerson, "Inside the Fashion Business", Prentice Hall, 1997
3. Laine Stone, Jean A Samples," Fashion Merchandising", Mc Graw Hill Books, 1985