**"Introduction to Retail Marketing"**.

**: Introduction**

**Topic Objective:**

At the end of this topic students will be able:

- To understand the concept of Fashion.
- To identify the different areas of Fashion.
- To identify the major changes in clothing through out history.
- To analyze the contemporary changes in fashion.
- To understand the role of media in fashion.
- To comprehend the intellectual property in fashion.

**Definition/Overview:**

**Fashion:** Fashion refers to styles of dress (but can also include cuisine, literature, art, architecture, and general comportment) that are popular in a culture at any given time. Such styles may change quickly, and "fashion" in the more colloquial sense refers to the latest version of these styles. Inherent in the term is the idea that the mode will change more quickly than the culture as a whole.

**Key Points:**

**1. Fashion**

The terms "fashionable" and "unfashionable" are employed to describe whether someone or something fits in with the current or even not so current, popular mode of expression. The term "fashion" is frequently used in a positive sense, as a synonym for glamour, beauty and style. In this sense, fashions are a sort of communal art, through which a culture examines its notions of

beauty and goodness. The term "fashion" is also sometimes used in a negative sense, as a synonym for fads and trends, and materialism. A number of cities are recognized as global fashion centers and are recognized for their fashion weeks, where designers exhibit their new clothing collections to audiences. These cities are New York City, Milan, Paris, and London. Other cities, mainly Los Angeles, Berlin, Tokyo, Rome, Miami, Hong Kong, So Paulo, Sydney, Madrid, Vienna, New Delhi and Dubai also hold fashion weeks and are better recognized every year.

## 2.   Areas of fashion

Fashions are social phenomena common to many fields of human activity and thinking. The rise and fall of fashions has been especially documented and examined in the following fields:

- Architecture, interior design, and landscape design
- Arts and crafts
- Body type, clothing or costume, cosmetics, personal grooming, hairstyle, and personal adornment
- Dance and music
- Forms of address, slang, and other forms of speech
- Economics and spending choices, as studied in behavioral finance
- Entertainment, games, hobbies, sports, and other pastimes
- Etiquette
- Management, management styles and ways of organizing
- Politics and media, especially the topics of conversation encouraged by the media
- Philosophy and spirituality (One might argue that religion is prone to fashions, although official religions tend to change so slowly that the term cultural shift is perhaps more appropriate than "fashion")
- Social networks and the diffusion of representations and practices
- Sociology and the meaning of clothing for identity-building
- Technology, such as the choice of computer programming techniques

- Hospitality industry such as designer uniforms custom made for a hotel, restaurant, casino, resort or club, in order to reflect a property and brand.

    Of these fields, costume especially has become so linked in the public eye with the term "fashion" that the more general term "costume" has mostly been relegated to only mean fancy dress or masquerade wear, while the term "fashion" means clothing generally, and the study of it. This linguistic switch is due to the so-called fashion plates which were produced during the Industrial Revolution, showing novel ways to use new textiles. For a broad cross-cultural look at clothing and its place in society, refer to the entries for clothing, costume and fabrics. The remainder of this article deals with clothing fashions in the Western world.

### 3.   Clothing

The habit of people continually changing the style of clothing worn, which is now worldwide, at least among urban populations, is generally held by historians to be a distinctively Western one. At other periods in Ancient Rome and other cultures changes in costume occurred, often at times of economic or social change, but then a long period without large changes followed. In 8th century Cordoba, Spain, Ziryab, a famous musician - a star in modern terms - is said to have introduced sophisticated clothing styles based on seasonal and daily timings from his native Baghdad and his own inspiration.

3.1   History

The beginnings of the habit in Europe of continual and increasingly rapid change in styles can be fairly clearly dated to the middle of the 14th century, to which historians including James Laver and Fernand Braudel date the start of Western fashion in clothing. The most dramatic manifestation was a sudden drastic shortening and tightening of the male over-garment, from calf-length to barely covering the buttocks, sometimes accompanied with stuffing on the chest to look bigger. This created the distinctive Western male outline of a tailored top worn over leggings or trousers which is still with us today.

The pace of change accelerated considerably in the following century, and women and men's fashion, especially in the dressing and adorning of the hair, became equally complex and changing. Art historians are therefore able to use fashion in dating images with increasing confidence and precision, often within five years in the case of 15th century images. Initially changes in fashion led to a fragmentation of what had previously been very similar styles of dressing across the upper classes of Europe, and the development of distinctive national styles, which remained very different until a counter-movement in the 17th to 18th centuries imposed similar styles once again, finally those from Ancien Rgime in France. Though fashion was always led by the rich, the increasing affluence of early modern Europe led to the bourgeoisie and even peasants following trends at a distance sometimes uncomfortably close for the elites - a factor Braudel regards as one of the main motors of changing fashion.

The fashions of the West are generally unparalleled either in antiquity or in the other great civilizations of the world. Early Western travellers, whether to Persia, Turkey, Japan or China frequently remark on the absence of changes in fashion there, and observers from these other cultures comment on the unseemly pace of Western fashion, which many felt suggested an instability and lack of order in Western culture. The Japanese Shogun's secretary boasted (not completely accurately) to a Spanish visitor in 1609 that Japanese clothing had not changed in over a thousand years. However in Ming China, for example, there is considerable evidence for rapidly changing fashions in Chinese clothing,

Ten 16th century portraits of German or Italian gentlemen may show ten entirely different hats, and at this period national differences were at their most pronounced, as Albrecht Drer recorded in his actual or composite contrast of Nuremberg and Venetian fashions at the close of the 15th century (illustration, right). The "Spanish style" of the end of the century began the move back to synchronicity among upper-class Europeans, and after a struggle in the mid 17th century, French styles decisively took over leadership, a process completed in the 18th century.

Though colors and patterns of textiles changed from year to year, the cut of a gentleman's coat and the length of his waistcoat, or the pattern to which a lady's dress was cut changed more slowly. Men's fashions largely derived from military models, and changes in a European male silhouette are galvanized in theatres of European war, where gentleman officers had opportunities to make notes of foreign styles: an example is the "Steinkirk" cravat or necktie.

The pace of change picked up in the 1780s with the increased publication of French engravings that showed the latest Paris styles; though there had been distribution of dressed dolls from France as patterns since the 16th century, and Abraham Bosse had produced engravings of fashion from the 1620s. By 1800, all Western Europeans were dressing alike (or thought they were): local variation became first a sign of provincial culture, and then a badge of the conservative peasant.

Although tailors and dressmakers were no doubt responsible for many innovations before, and the textile industry certainly led many trends, the history of fashion design is normally taken to date from 1858, when the English-born Charles Frederick Worth opened the first true haute couture house in Paris. Since then the professional designer has become a progressively more dominant figure, despite the origins of many fashions in street fashion.

3.2  Modern Fashion

Modern Westerners have a wide choice available in the selection of their clothes. What a person chooses to wear can reflect that person's personality or likes. When people who have cultural status start to wear new or different clothes a fashion trend may start. People who like or respect them may start to wear clothes of a similar style.

Fashions may vary considerably within a society according to age, social class, generation, occupation sexual orientation, and geography as well as over time. If, for example, an older person dresses according to the fashion of young people, he or she may look ridiculous in the

eyes of both young and older people. The terms "fashionista" or "fashion victim" refer to someone who slavishly follows the current fashions

One can regard the system of sporting various fashions as a fashion language incorporating various fashion statements using a grammar of fashion. (Compare some of the work of Roland Barthes.)

4.   **Changes in Fashion**

Fashion, by description, changes constantly. The changes may proceed more rapidly than in most other fields of human activity (language, thought, etc). For some, modern fast-paced changes in fashion embody many of the negative aspects of capitalism: it results in waste and encourages people qua consumers to buy things unnecessarily. Other people enjoy the diversity that changing fashion can apparently provide, seeing the constant change as a way to satisfy their desire to experience "new" and "interesting" things. Note too that fashion can change to enforce uniformity, as in the case where so-called Mao suits became the national uniform of mainland China.

At the same time there remains an equal or larger range designated 'out of fashion'.(These or similar fashions may cyclically come back 'into fashion' in due course, and remain 'in fashion' again for a while.)

Practically every aspect of appearance that can be changed has been changed at some time, for example skirt lengths ranging from ankle to mini to so short that it barely covers anything, etc. In the past, new discoveries and lesser-known parts of the world could provide an impetus to change fashions based on the exotic: Europe in the eighteenth or nineteenth centuries, for example, might favor things Turkish at one time, things Chinese at another, and things Japanese at a third. A modern version of exotic clothing includes club wear. Globalization has reduced the

options of exotic novelty in more recent times, and has seen the introduction of non-Western wear into the Western world.

Fashion houses and their associated fashion designers, as well as high-status consumers (including celebrities), appear to have some role in determining the rates and directions of fashion change.

## 5.    Media

An important part of fashion is fashion journalism. Editorial critique and commentary can be found in magazines, newspapers, on television, fashion websites, social networks and in fashion blogs.

At the beginning of the 20th century, fashion magazines began to include photographs and became even more influential than in the past. In cities throughout the world these magazines were greatly sought-after and had a profound effect on public taste. Talented illustrators drew exquisite fashion plates for the publications which covered the most recent developments in fashion and beauty. Perhaps the most famous of these magazines was La Gazette du Bon Ton which was founded in 1912 by Lucien Vogel and regularly published until 1925 (with the exception of the war years).

Vogue, founded in the US in 1902, has been the longest-lasting and most successful of the hundreds of fashion magazines that have come and gone. Increasing affluence after World War II and, most importantly, the advent of cheap colour printing in the 1960s led to a huge boost in its sales, and heavy coverage of fashion in mainstream women's magazines - followed by men's magazines from the 1990s. Haute couture designers followed the trend by starting the ready-to-wear and perfume lines, heavily advertised in the magazines, that now dwarf their original couture businesses. Television coverage began in the 1950s with small fashion features. In the 1960s and 1970s, fashion segments on various entertainment shows became more frequent, and

by the 1980s, dedicated fashion shows like FashionTelevision started to appear. Despite television and increasing internet coverage, including fashion blogs, press coverage remains the most important form of publicity in the eyes of the industry.

## 6.    Intellectual property

Within the fashion industry, intellectual property is not enforced as it is within the film industry and music industry. While brand names and logos are protected, designs are not. Smaller, boutique, designers have lost revenue after their designs have been taken and marketed by bigger businesses with more resources. Some observers have noted, however, that the relative freedom that fashion designers have to "take inspiration" from others' designs contributes to the fashion industry's ability to establish clothing trends. Enticing consumers to buy clothing by establishing new trends is, some have argued, a key component of the industry's success. Intellectual property rules that interfere with the process of trend-making would, on this view, be counter-productive. In 2005, the World Intellectual Property Organization (WIPO) held a conference calling for stricter intellectual property enforcement within the fashion industry to better protect small and medium businesses and promote competitiveness within the textile and clothing industries.

**: Consumer Behavior**

**Topic Objective:**

At the end of this topic students will be able:

- To understand the concept of consumer behavior.
- To identify what is problem recognition.
- To understand how information is searched.
- To analyze the ways to evaluate the information.
- To understand the steps that lead to purchase decision.
- To comprehend the post purchase evaluation and its importance in consumer behaviore.

**Definition/Overview:**

**Consumer behavior:** Consumer behavior is the study of how people buy, what they buy, when they buy and why they buy. It blends elements from psychology, sociology, sociopsychology, anthropology and economics.

**Key Points:**

**1.    Consumer Behavior**

It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Experian Consumer Research has additional valuable information about consumer behavior. This organization provides the tools necessary in order to make a business into a high performance organization. They have the resources available to transform your customers into high valued consumers.

Belch and Belch define consumer behavior as 'the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires'.

**2.    Problem recognition**

Problem recognition is that result when there is a difference between one's desired state and one's actual state. Consumers are motivated to address this discrepancy and therefore they commence the buying process.

Sources of problem recognition include:

- An item is out of stock
- Dissatisfaction with a current product or service
- Consumer needs and wants
- Related products/purchases
- Marketer-induced
- New products

The relevant internal psychological process that is associated with problem recognition is motivation. A motive is a factor that compels action. Belch and Belch (2007) provide an explanation of motivation based on Maslow's hierarchy of needs and Freud's psychoanalytic theory.

**3.   Information Search**

Once the consumer has recognised a problem, they search for information on products and services that can solve that problem. Belch and Belch (2007) explain that consumers undertake both an internal (memory) and an external search.

Sources of information include:

- Personal sources
- Commercial sources
- Public sources
- Personal experience

The relevant internal psychological process that is associated with information search is perception. Perception is defined as 'the process by which an individual receives, selects, organises, and interprets information to create a meaningful picture of the world'

The selective perception process Stage Description Selective exposure consumers select which promotional messages they will expose themselves to. Selective attention consumers select which promotional messages they will pay attention to Selective comprehension consumer interpret messages in line with their beliefs, attitudes, motives and experiences Selective retention consumers remember messages that are more meaningful or important to them

You should consider the implications of this process on the development of an effective promotional strategy. First, which sources of information are more effective for the brand and second, what type of message and media strategy will increase the likelihood that consumers are exposed to our message, that they will pay attention to the message, that they will understand the message, and remember our message.

**4.  Information evaluation**

At this time the consumer compares the brands and products that are in their evoked set. How can the marketing organization increase the likelihood that their brand is part of the consumer's evoked (consideration) set? Consumers evaluate alternatives in terms of the functional and psychological benefits that they offer. The marketing organization needs to understand what benefits consumers are seeking and therefore which attributes are most important in terms of making a decision.

The relevant internal psychological process that is associated with the alternative evaluation stage is attitude formation. Attitudes are 'learned predispositions' towards an object. Attitudes comprise both cognitive and affective elements - that is both what you think and how you feel about something. The multi-attribute attitude model explains how consumers evaluate alternatives on a range of attributes. There are a number of strategies that can be used to influence the process (attitude change strategies). Finally, there are a range of ways that consumers apply criteria to make decisions.

**5.    Purchase decision**

Once the alternatives have been evaluated, the consumer is ready to make a purchase decision. Sometimes purchase intention does not result in an actual purchase. The marketing organization must facilitate the consumer to act on their purchase intention. The provision of credit or payment terms may encourage purchase, or a sales promotion such as the opportunity to receive a premium or enter a competition may provide an incentive to buy now. The relevant internal psychological process that is associated with purchase decision is integration.

**6.    Post-purchase evaulation**

The EKB model was further developed by Rice (1993) which suggested their should be a feedback loop, Foxall (2005) further suggests the importants of the post purchase evaulation and that the post purchase evaluation is key due to its influences on future purchase patterns.

**: Planning And Budgeting**

**Topic Objective:**

 At the end of this topic students will be able:

- To understand the planning steps.
- To identify the different applications of planning in different sectors.
- To identify the major types of budgeting.

**Definition/Overview:**

**Planning:** Planning in organizations and public policy is both the organizational process of creating and maintaining a plan; and the psychological process of thinking about the activities required to create a desired future on some scale. As such, it is a fundamental property of intelligent behaviour. This thought process is essential to the creation and refinement of a plan,

or integration of it with other plans, that is, it combines forecasting of developments with the preparation of scenarios of how to react to them. The term is also used to describe the formal procedures used in such an endeavor, such as the creation of documents, diagrams, or meetings to discuss the important issues to be addressed, the objectives to be met, and the strategy to be followed. Beyond this, planning has a different meaning depending on the political or economic context in which it is used.

**Budget:** Budget (from french bougette, purse) generally refers to a list of all planned expenses and revenues. A budget is an important concept in microeconomics, which uses a budget line to illustrate the trade-offs between two or more goods. In other terms, a budget is an organizational plan stated in monetary terms.

**Key Points:**

1. **Planning basics**

   1.1     Preparing a Plan

Planning is not done off hand. It is prepared after careful and extensive research. For a comprehensive business plan, management has to

- Clearly define the target / goal in writing.
- Identify all the main issues which need to be addressed.
- Review past performance.
- Decide budgetary requirement.
- Focus on matters of strategic importance.
- What are requirements and how will they be met?
- What will be the likely length of the plan and its structure?
- Identify shortcomings in the concept and gaps.
- Strategies for implementation.

- Review periodically.

## 2.   Applications

2.1 In organizations

Planning is also a management function, concerned with defining goals for future organizational performance and deciding on the tasks and resources to be used in order to attain those goals. To meet the goals, managers may develop plans such as a business plan or a marketing plan. Planning always has a purpose. The purpose may be achievement of certain goals or targets. The planning helps to achieve these goals or target by using the available time and resources. To minimize the timing and resources also require proper planning.

2.2 In public policy

Planning refers to the practice and the profession associated with the idea of planning an idea yourself, (land use planning, urban planning or spatial planning). In many countries, the operation of a town and country planning system is often referred to as 'planning' and the professionals which operate the system are known as 'planners'....... Planning: Planning is a process for accomplishing purpose. It is blue print of business growth and a road map of development. It helps in deciding objectives both in quantitative and qualitative terms. It is setting of goals on the basis of objectives and keeping in view the resources.

It is a conscious as well as sub-conscious activity. It is an anticipatory decision making process that helps in coping with complexities. It is deciding future course of action from amongst alternatives. It is a process that involves making and evaluating each set of interrelated decisions. It is selection of missions, objectives and translation of knowledge into action.

A planned performance brings better results compared to unplanned one. A Managers job is planning, monitoring and controlling. Planning and goal setting are important traits of an organization. It is done at all levels of the organization. Planning includes the plan, the thought

process, action, and implementation. Planning gives more power over the future. Planning is deciding in advance what to do, how to do it, when to do it, and who should do it. It bridges the gap from where the organization is to where it wants to be. The planning function involves establishing goals and arranging them in logical order.

## 3. Budgeting

3.1 Business Start-up Budget

Description of the expected financial results of your business activities. Initial process of calculating your small business start-up costs list everything you will need to purchase including both tangible assets (for example, equipment, inventory) and services (for example, remodeling, insurance), working capital, sources and collateral. The budget should contain a narrative explaining how you decided on the amount you are putting into this reserve.

3.2 Corporate budget

The budget of a company is compiled annually. A finished budget usually requires considerable effort and can be seen as a financial plan for the new financial year. While traditionally the Finance department compiles the company's budget, modern software allows hundreds or even thousands of people in the various departments (operations, human resources, IT etc) to contribute their expected revenues and expenses to the final budget.

If the actual numbers delivered through the financial year turn out to be close to the budget, this will demonstrate that the company understands their business and has been successfully driving it in the direction they had planned. On the other hand, if the actual diverge wildly from the budget, this sends out an 'out of control' signal and the share price could suffer as a result.

### 3.3 Event Management Budget

A budget and planning tool to assist in calculating and meeting the costs associated with a business or social event. It is a fundamental tool that enable the event director to predict with reasonable accuracy whether the event will result in a profit, a loss or will break-even.

### 3.4 Government budget

The budget of a government is a summary or plan of the intended revenues and expenditures of that government. In the United States, the federal budget is prepared by the Office of Management and Budget, and submitted to Congress for consideration. Invariably, Congress makes many and substantial changes. Nearly all American states are required to have balanced budgets, but the federal government is allowed to run deficits.

In the UK the budget is prepared by the Chancellor of the Exchequer, the second most important member of the government, and must be passed by Parliament. Parliament seldom makes changes to the budget.

### 3.5 Personal or family budget

In a personal or family budget all sources of income (inflows) are identified and expenses (outflows) are planned with the intent of matching outflows to inflows (making ends meet.) In consumer theory, the equation restricting an individual or household to spend no more than its total resources is often called the budget constraint.

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- In Section 2 of this course you will cover these topics:
  - Dramatizing The Fashion Merchandise: Using Art Elements And Principles
  - Visual Merchandising-Display
  - Merchandise Presentation: Tools And Techniques.

- You may take as much time as you want to complete the topic coverd in section 2.
 There is no time limit to finish any Section, However you must finish All Sections before

| semester end date. |
| --- |
| ▪ If you want to c ontinue remaining courses later, you may save the course and leave. You can continue later as per your convenience and this course will be avalible in your area to save and continue later |

**: Dramatizing The Fashion Merchandise: Using Art Elements And Principles**

**Topic Objective:**

At the end of this topic students will be able:

- To understand the concept of Fashion design.
- To identify the different areas types of fashion.
- To identify the major steps in designing a collection.
- To identify the major steps in designing a garment.
- To analyze the different areas of fashion.

**Definition/Overview:**

**Fashion design**: Fashion design is the applied art dedicated to clothing and lifestyle accessories created within the cultural and social influences of a specific time.

**Key Points:**

**1. Fashion Design**

Fashion design differs from costume design due to its core product having a built in obsolescence usually of one to two seasons. A season is defined as either autumn/winter or spring/summer. Fashion design is generally considered to have started in the 19th century with

Charles Frederick Worth who was the first person to sew their label into the garments that they created. While all articles of clothing from any time period are studied by academics as costume design, only clothing created after 1858 could be considered as fashion design.

Fashion designers are self-employed and design for individual clients. Other high-fashion designers cater to specialty stores or high-fashion department stores. These designers create original garments, as well as those that follow established fashion trends. Most fashion designers, however, work for apparel manufacturers, creating designs of mens, womens, and childrens fashions for the mass market. Designer brands which have a 'name' as their brand such as Calvin Klein, Ralph Lauren, or Sean John are likely to be designed by a team of individual designers under the direction of a designer director.

**2.    Types of fashion**

There are three main categories of fashion design, although these may be split up into additional, more specific categories:

2.1 Haute couture

The type of fashion design which predominated until the 1950s was "made-to-measure" or haute couture, (French for high-fashion). The term made-to-measure may be used for any garment that is created for a specific client. Haute couture, however, is a protected term which can only be officially used by companies that meet certain well-defined standards set by the Chambre Syndicale de la Couture. Nonetheless, many ready-to-wear, and even mass market labels, claim to produce haute couture, when in fact, according to established standards, they do not. A couture garment is made to order for an individual customer, and is usually made from high-quality, expensive fabric, sewn with extreme attention to detail and finish, often using time-consuming, hand-executed techniques. Look and fit take priority over the cost of materials and the time it takes to make.

2.2 Ready-to-wear

Ready-to-wear clothes are a cross between haute couture and mass market. They are not made for individual customers, but great care is taken in the choice and cut of the fabric. Clothes are made in small quantities to guarantee exclusivity, so they are rather expensive. Ready-to-wear collections are usually presented by fashion houses each season during a period known as Fashion Week. This takes place on a city-wide basis and occurs twice per year.

2.3 Mass market

These days the fashion industry relies more on mass market sales. The mass market caters for a wide range of customers, producing ready-to-wear clothes in large quantities and standard sizes. Cheap materials, creatively used, produce affordable fashion. Mass market designers generally adapt the trends set by the famous names in fashion. They often wait around a season to make sure a style is going to catch on before producing their own versions of the original look. In order to save money and time, they use cheaper fabrics and simpler production techniques which can easily be done by machine. The end product can therefore be sold much more cheaply.

**3.    Designing a collection**

3.1 Planning a collection

Every collection is very carefully researched and planned so that all the items in it complement each other, and have the particular fashion look which the company is known for.

3.2 Predicting trends

One of the hardest skills a fashion designer has to master is predicting future trends. To do this, they look at what the fashion directions have been in previous seasons, keep an eye on what others in the fashion business are doing, and read fashion forecasting magazines. They also rely on knowledge of their own customers to see which styles succeeded and which were less popular in past seasons. Perhaps most importantly, designers use their imaginations to come up with new ideas. They often choose a theme to provide inspiration.

3.3 Choosing a theme

The theme of a collection can be a period in history, a foreign place, a range of colors, a type of fabric - anything which has a strong visual impact.

**4. Designing a garment**

4.1 The design

Different designers work in different ways. Some sketch their ideas on paper, others drape fabric on a dress stand, pinning, folding and tucking it until the idea for a garment emerges. A third method is to adapt their own patterns from previous seasons (this method can give continuity to a fashion studio's output).

4.2 Making a toile or muslin

Different designers work in different ways. Some sketch their ideas on paper, others drape fabric on a dress stand, pinning, folding and tucking it until the idea for a garment emerges. A third method is to adapt their own patterns from previous seasons (this method can give continuity to a fashion studio's output).

4.3 Making a card pattern

When the designer is completely satisfied with the fit of the toile (or muslin), they show it to a professional pattern maker who then makes the finished, working version of the pattern out of card. The pattern maker's job is very precise and painstaking. The fit of the finished garment depends on their accuracy.

4.4 The finished dress

Finally, a sample garment is made up in the proper fabric and tested on a fit model.

5.   **Areas of work**

There are three main ways in which designers can work.

5.1 Working freelance

Freelance designers works for themselves. They sell their work to fashion houses, direct to shops, or to clothing manufacturers. The garments bear the buyer's label.

5.2 Working In-house

In-house designers are employed full-time by one fashion company. Their designs are the property of that company, and cannot be sold to anyone else.

5.3 Setting up a company

Fashion designers often set up their own companies. A lot of designers find this more satisfying than working for someone else, as their designs are sold under their own label.

## 6.   Areas of fashion design

Many professional fashion designers start off by specializing in a particular area of fashion. The smaller and the more specific the market, the more likely a company is to get the right look and feel to their clothes. It is also easier to establish oneself in the fashion industry if a company is known for one type of product, rather than several products. Once a fashion company becomes established (that is, has regular buyers and is well-known by both the trade and the public), it may decide to expand into a new area. If the firm has made a name for the clothes it already produces, this helps to sell the new line. It is usually safest for a company to expand into an area similar to the one it already knows. For example, a designer of women's sportswear might expand into men's sportswear. The chart below shows the areas in which many designers choose to specialize.

| Area | Brief | Market |
|---|---|---|
| Women's Day wear | Practical, comfortable, fashionable | Haute couture, ready-to-wear, mass market |
| Women's Evening wear | Glamorous, sophisticated, apt for the occasion | Haute couture, ready-to-wear, mass market |
| Women's Lingerie | Glamorous, comfortable, washable | Haute Couture, ready-to-wear, mass market |
| Men's Day wear | Casual, practical, comfortable | Tailoring, ready-to-wear, mass market |
| Men's Evening wear | Smart, elegant, formal, apt for the occasion | Tailoring, ready-to-wear, mass market |
| Girls' Wear | Pretty, colorful, practical, washable, | Ready-to-wear, mass market |

| | inexpensive | |
|---|---|---|
| Teenage Wear | Highly fashion-conscious, comfortable, inexpensive | Ready-to-wear, mass market |
| Sportswear | Comfortable, practical, well-ventilated, washable | Ready-to-wear, mass market |
| Knitwear | Right weight and color for the season | Ready-to-wear, mass market |
| Outerwear | Stylish, warm, right weight and color for the season | Ready-to-wear, mass market |
| Bridal wear | Sumptuous, glamorous, classic | Haute couture, ready-to-wear, mass market |
| Accessories | Striking, fashionable | Haute couture, ready-to-wear, mass market |

**: Visual Merchandising-Display**

**Topic Objective:**

At the end of this topic students will be able:

- To understand the concept of visual merchandizing.
- To understand Variances.
- To comprehend the significance of windows display.

**Definition/Overview:**

**Visual merchandising:** Visual merchandising, until recently called simply merchandising, is the activity of promoting the sale of goods, especially by their presentation in retail outlets.(New Oxford Dictionary of English, 1999, Oxford University Press). This includes combining product, environment, and space into a stimulating and engaging display to encourage the sale of a product or service.

**Key Points:**

**1.  Visual Merchandising**

Many elements can be used by visual merchandisers in creating displays, including colour, lighting, space, product information, sensory inputs such as smell, touch, and sound as well as technologies such as digital displays and interactive installations.

Visual merchandising is not a science; there are no absolute rules. It is more like an art in the sense that there are implicit rules but that these also exist to be broken for striking effects. The main principle of visual merchandising is that it is intended to increase sales, which is not the case with a "real" art.

Visual merchandising is one of the final stages in trying to set out a store in a way that customers will find attractive and appealing and it should follow and reflect the principles that underpin the stores image. Visual merchandising is the way one displays 'goods for sale' in the most attractive manner with the end purpose of making a sale. "If it does not sell, it is not visual merchandising."

Especially in todays challenging economy, people may avoid designers/ visual merchandisers because they fear unmanageable costs. But in reality, visual merchandisers can help economise

by avoiding costly mistakes. With guidance of a professional, retailer can eliminate errors, saving time and money. It is important to understand that the visual merchandiser is there, not to impose ideas, but to help clients articulate their own personal style.

Visual merchandising is the art of implementing effective design ideas to increase store traffic and sales volume. VM is an art and science of displaying merchandise to enable maximum sale. VM is a tool to achieve sales and targets, a tool to enhance merchandise on the floor, and a mechanism to communicate to a customer and influence his decision to buy. VM uses season based displays to introduce new arrivals to customers, and thus increase conversions through a planned and systematic approach by displaying stocks available.

Recently visual merchandising has gained in importance as a quick and cost effective way to revamp retail stores.

A close sister to visual merchandising is "retail experience". "Customer experience" looks at the same issues around product presentation but from the customer perspective, rather than the retailer perspective. In optimal retail environments such as the Apple Retail Stores, the visual merchandising, customer experience, and store design are all in synch creating amazing environments and unbelievable sales.

### 2.  Variances

- Plano gram

  A Plano gram allows planning of the arrangement of merchandise on a given fixture configuration to support sales through proper placement of merchandise by Style, Option, Size, Price points, etc...

  The main purpose is to support ease of selection & enhance the Merchandise in a neat, organized manner.

### 3.    Window Displays

A window display is also known as a "visiting card". Windows are the most important factor within the store/shop front, communicating style, content, and price point. They can be seductive and exciting, based on emotional stimulus, or price-based (when they clearly emphasize value for money with easy and obvious ticketing). The window is one of a retailers most controllable elements in relation to image and to what is happening inside the store, but there are number of decisions to be made about a how these effects are achieved.

The best store windows can generate great excitement and talking point for an entire city. They contribute to the environment by entertaining pedestrians, while simultaneously communicating the products and services on offer.

For a retailer willing to exploit the full potential that a window gives, the image-building process can be exciting and have enormous potential. A fashion retailer, for instance, will often change a window weekly to show the latest items on offer. A glance into a shops window by a passerby establishes the time of the year and, very likely, a timely contemporary event. It might combine seasonal points of the year such as Holi, Diwali, Valentines Day, Ganesh Chaturthi, Christmas or Mothers Day. At other times the propping may be based on color schemes, materials or cultural themes-the possibilities for innovative ideas around such themes are endless.

    Here is a list of visual merchandising and display supplies every store should have on hand

| Calendar listing of all holidays and special occasions | Pencils and sharpener |
| --- | --- |
| | Rubber bands |
| Camera | Scissors |
| Double sided tape | Screwdrivers, flat tip and Phillips head |
| Fishing line | Straight dress pins |
| Glass cleaner | Measuring Tape |
| Hammer | Masking Tape |
| 3M Mount Spray | Cutter |
| Glue sticks | Utility/ razor knife |
| Iron with board or steamer | Velcro strips |

| Ladder | Wire |
| Light bulbs-colored (extras) | Yellow pages |
| Nails and screws (assorted) | |

**: Merchandise Presentation: Tools And Techniques.**

**Topic Objective:**

At the end of this topic students will be able:

- To understand the promotional merchandising.
- To identify trading industry.
- To analyze a supply chain management.
- To review how retailers merchandise for children.

**Definition/Overview:**

**Merchandising:** Merchandising refers to the methods, practices and operations conducted to promote and sustain certain categories of commercial activity. The term is understood to have different specific meanings depending on the context.

**Licensing:** In marketing, one definition of merchandising is the practice in which the brand or image from one product or service is used to sell another. Trademarked brand names, logos, or character images are licensed to manufacturers of products such as toys or clothing, who then make items in or emblazoned with the image of the license, hoping they'll sell better than the same item with no such image.

**Key Points:**

**1.    Promotional merchandising**

Merchandising, as commonly used in marketing, means maximizing merchandise sales using product selection, product design, product packaging, product pricing, and product display that stimulates consumers to spend more. This includes disciplines in pricing and discounting, physical presentation of products and displays, and the decisions about which products should be presented to which customers at what time.

**2.    Trading industry**

In Eastern Europe, particularly in Russia, the term merchandising is commonly used within the trading industry and denotes all marketing and sales stimulation activities around PoS (point of sale): design, creation, promotion, care and training of the sales staff.

**3.    Retail supply chain**

In the supply chain, merchandising is the practice of making products in retail outlets available to consumers, primarily by stocking shelves and displays. While this used to be done exclusively by the stores' employees, many retailers have found substantial savings in requiring it to be done by the manufacturer, vendor, or wholesaler that provides the products to the retail store. In the United Kingdom there are a number of organizations that supply merchandising services to support retail outlets with general stock replenishment and merchandising support in new stores. By doing this, retail stores have been able to substantially reduce the number of employees needed to run the store. While stocking shelves and building displays is often done when the product is delivered, it is increasingly a separate activity from delivering the product. In grocery stores, for example, almost all products delivered directly to the store from a manufacturer or wholesaler will be stocked by the manufacturer's/wholesaler's employee who is a full time merchandiser. Product categories where this is common are Beverage (all types, alcoholic and non-alcoholic), packaged baked goods (bread and pastries), magazines and books, and health and

beauty products. For major food manufacturers in the beverage and baked goods industries, their merchandisers are often the single largest employee group within the company. For nationwide branded goods manufacturers such as The Coca-Cola Company and PepsiCo, their respective merchandiser work forces number in the thousands.

### 4. Merchandising for children

Merchandising for children is most prominently seen in connection with films, usually those in current release and with television shows oriented towards children.

Merchandising, especially in connection with child-oriented films and TV shows, often consists of toys made in the likeness of the show's characters (action figures) or items which they use. However, sometimes it can be the other way around, with the show written to include the toys, as advertising for the merchandise. The first major example of this was the TV show "He-man and the Masters of the Universe," in the early 1980s, but this practice has been common in children's broadcasting ever since.

Sometimes merchandising from a television show can grow far beyond the original show, even lasting decades after the show has largely disappeared from popularity. In other cases, large amounts of merchandise can be generated from a pitifully small amount of source material (Mashimaro).

The most common adult-oriented merchandising is that related to professional sports teams (and their players).

A smaller niche in merchandising is the marketing of more adult-oriented products in connection with similarly adult-oriented films and TV shows. This is common especially with the science

fiction and horror genres. (Examples: Star Trek, McFarlane Toys) Occasionally shows which were intended more for children find a following among adults, and you can see a bit of a crossover, with products from that show oriented towards both adults and children. (Gundam model kits)

Sometimes a brand of non-media products can achieve enough recognition and respect that simply putting its name or images on a completely unrelated item can sell that item. (An example would be Harley-Davidson branded clothing.)

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- In Section 3 of this course you will cover these topics:
  - Nbsp;
  - Advertising Principles: Print Media
  - Mechanics Of Building An Ad: Print Media.

- You may take as much time as you want to complete the topic coverd in section 3.
  There is no time limit to finish any Section. However you must finish All Sections before semester end date.

- If you want to c ontinue remaining courses later, you may save the course and leave.
  You can continue later as per your convenience and this course will be avalible in your area to save and continue later.

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**Topic Objective:**

At the end of this topic students will be able:

- To understand offline media mix
- To identify the online media mix.

**Definition/Overview:**

**Media mix:** Combination of advertising channels employed in meeting the promotional objectives of a marketing plan or campaign.

**Key Points:**

**1.   Offline Media Mix**

For offline, media mix strategies will have mixtures of national and local media initiatives with a combination of unique URLs, literal URLs  or 800 numbers on their TV, print, radio, out-of-home and direct mail.

**2.   Online Media Mix**

Online is where most people struggle in the process. It includes a mixture of performance buys, branding ads, affiliate buys, PPC search, PI Search, and Organic Search.

Marketing departments may employ different tactics to try and capture as much spend to ROI data as possible through unique URLs and literal URLs depending on channel. Most will have some sort of ad server HREF or unique URL in play. If they are trying to track as much as possible the only channel with a literal URL will be organic search.

Every agency and marketer has their point of view on how to attribute credit for driving a customer or building a brand. That is fine. Those rules can and should be incorporated into your models, and fine tuned over time.

**: Advertising Principles: Print Media**

**Topic Objective:**

 At the end of this topic students will be able:

- To understand Advertising.
- To comprehend publishing.
- To identify the importance of print media.

**Definition/Overview:**

**Advertising:** Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service.

**Key Points:**

**3.    Advertising**

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinforcement of "brand image" and "brand loyalty". For these purposes, advertisements sometimes embed their persuasive message with factual information. Every major medium is used to deliver these messages, including television, radio, cinema, magazines, newspapers, video games, the Internet and billboards. Advertising is often placed by an advertising agency on behalf of a company or other organization.

Advertisements are seen on the seats of shopping carts, on the walls of an airport walkway, on the sides of buses, and are heard in telephone hold messages and in-store public address systems. Advertisements are often placed anywhere an audience can easily or frequently access visual, audio and printed information.

Organizations that frequently spend large sums of money on advertising that sells what is not, strictly speaking, a product or service include political parties, interest groups, religious organizations, and military recruiters. Non-profit organizations are not typical advertising clients, and may rely on free modes of persuasion, such as public service announcements.

Advertising spending has increased dramatically in recent years. In 2006, spending on advertising has been estimated at $155 billion in the United States and $385 billion worldwide, and the latter to exceed $500 billion by 2010.

While advertising can be seen as necessary for economic growth, it is not without social costs. Unsolicited Commercial Email and other forms of spam have become so prevalent as to have become a major nuisance to users of these services, as well as being a financial burden on internet service providers. Advertising is increasingly invading public spaces, such as schools, which some critics argue is a form of child exploitation.

**4.   Publishing**

Publishing is the industry concerned with the production of literature or information the activity of making information available for public view. In some cases, authors may be their own publishers.

Traditionally, the term refers to the distribution of printed works such as books and newspapers. With the advent of digital information systems and the Internet, the scope of publishing has expanded to include websites, blogs, and the like.

As a business, publishing includes the development, marketing, production, and distribution of newspapers, magazines, books, literary works, musical works, software, other works dealing with information.

Publication is also important as a legal concept; (1) as the process of giving formal notice to the world of a significant intention, for example, to marry or enter bankruptcy, and; (2) as the essential precondition of being able to claim defamation; that is, the alleged libel must have been published.

## 5. Print media

There are various levels of editorial positions in publishing. Typically, one finds junior editorial assistants reporting to the senior-level editorial staff and directors who report to senior executive editors. Senior executive editors are responsible for developing a product to its final release. The smaller the publication, the more these roles run together. In particular, the substantive editor and copy editor often overlap: fact-checking and rewriting can be the responsibility of either.The lead copywriter is very important they can change things in articles that may other wise hurt or be noticed in a negative way if they feel the need to.

Newspaper and wire services copy editors correct spelling, grammar, and matters of house style, design pages and select of news stories for inclusion. At UK and Australian newspapers, the term is "sub-editor." They may choose the layout of the publication and communicate with the printer a *production editor.* This and similar jobs are also called "layout editor," "design editor," "news designer," or more so in the past "makeup editor." Magazine editors include a top-level editor may be called an *editor-in-chief.* Frequent and esteemed contributors to a magazine may acquire a title of *editor at-large* or *contributing editor* (See below.)

In the book publishing industry, editors organize anthologies and other compilations, produce definitive editions of a classic author's works ("scholarly editor"); and organize and manage contributions to a multi-author book (symposium editor or volume editor). Finding marketable ideas and presenting them to appropriate authors: a *sponsoring editor*. Obtaining copy or recruiting authors such as: an *acquisitions editor* or a *commissioning editor* for a publishing house. Improving an author's writing so that they indeed say what they mean to say in an effective manner; a *substantive editor.* Depending on the writer's competence, this editing can sometimes turn into ghost writing. Substantive editing is seldom a title. Many types of editors do this type of work, either in-house at a publisher or on an independent basis.

**: Mechanics Of Building An Ad: Print Media.**

**Topic Objective:**

 At the end of this topic students will be able:

- To understand the concept of public service advertising.
- To identify the different types of advertising.
- To review the newer media and new advertising approaches.
- To measure the impact of advertising.

**Definition/Overview:**

**Mobile Billboard Advertising:** Mobile Billboards are flat-panel campaign units in which their sole purpose is to carry advertisements along dedicated routes selected by clients prior to the start of a campaign.

**Key Points:**

**1.   Public service advertising**

The same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as AIDS, political ideology, energy conservation, religious recruitment, and deforestation.

Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. "Advertising justifies its existence when used in the public interest -

it is much too powerful a tool to use solely for commercial purposes." - Attributed to Howard Gossage by David Ogilvy

Public service advertising, non-commercial advertising, public interest advertising, cause marketing, and social marketing are different terms for (or aspects of) the use of sophisticated advertising and marketing communications techniques (generally associated with commercial enterprise) on behalf of non-commercial, public interest issues and initiatives.

In the United States, the granting of television and radio licenses by the FCC is contingent upon the station broadcasting a certain amount of public service advertising. To meet these requirements, many broadcast stations in America air the bulk of their required Public Service Announcements during the late night or early morning when the smallest percentage of viewers are watching, leaving more day and prime time commercial slots available for high-paying advertisers.

Public service advertising reached its height during World Wars I and II under the direction of several governments. Now in days, people average around 500 advertisements a day, found one researcher.

## 2.  Types of advertising

2.1 Media

Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television ads, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human directional, magazines, newspapers, town criers, sides of buses or airplanes ("logojets"), taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands

on disposable diapers, stickers on apples in supermarkets, shopping cart handles, the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

Another way to measure advertising effectiveness is known as ad tracking. This advertising research methodology measures shifts in target market perceptions about the brand and product or service. These shifts in perception are plotted against the consumers levels of exposure to the companys advertisements and promotions. The purpose of Ad Tracking is generally to provide a measure of the combined effect of the media weight or spending level, the effectiveness of the media buy or targeting, and the quality of the advertising executions or creative. Ad Tracking Article

2.2 Covert advertising

Covert advertising is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie Minority Report, where Tom Cruise's character John Anderton owns a phone with the Nokia logo clearly written in the top corner, or his watch engraved with the Bulgari logo. Another example of advertising in film is in I, Robot, where main character played by Will Smith mentions his Converse shoes several times, calling them "classics," because the film is set far in the future. I, Robot and Spaceballs also showcase futuristic cars with the Audi and Mercedes-Benz logos clearly displayed on the front of the vehicles. Cadillac chose to advertise in the movie The Matrix Reloaded, which as a result contained many scenes in which Cadillac cars were used. Similarly, product placement for Omega Watches, Ford, Vaio, BMW and Aston-Martin cars are featured in recent James Bond films, most notably Casino Royale.

2.3 Television commercials

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual Super Bowl football game in the United States is known as the most prominent advertising event on television. The average cost of a single thirty-second TV spot during this game has reached $2.7 million (as of 2007).

The majority of television commercials feature a song or jingle that listeners soon relate to the product.

Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none existing in real-life. Virtual product placement is also possible.

2.4 Infomercials

There two types of infomercials which are long form infomercials and short form infomercials. Long form infomercials have a time length of 30 minutes. Short form infomercials are 30 seconds to 2 minutes long. Infomercials are also known as direct response television commercials or DRTV commercials.

The main objective in an infomercial is to create an "impulse buy". In other words, the consumer sees the presentation and then immediately calls the toll free phone number to buy the product or purchases it online.

In infomercials, in order to show the features and benefits of products, they are often demonstrated. Furthermore, it is common to have testimonials from consumers and industry professionals.

Some well known companies in the infomercial business are Script to Screen, Hawthorne Direct, International Shopping Network and Guthy Renker.

### 3.  Newer media and advertising approaches

Increasingly, other media are overtaking television because of a shift towards consumer's usage of the internet as well as devices such as TiVo.

Advertising on the World Wide Web is a recent phenomenon. Prices of Web-based advertising space are dependent on the "relevance" of the surrounding web content and the traffic that the website receives.

E-mail advertising is another recent phenomenon. Unsolicited bulk E-mail advertising is known as "spam".

Some companies have proposed to place messages or corporate logos on the side of booster rockets and the International Space Station. Controversy exists on the effectiveness of subliminal advertising and the pervasiveness of mass messages .

Unpaid advertising (also called word of mouth advertising), can provide good exposure at minimal cost. Personal recommendations ("bring a friend", "sell it"), spreading buzz, or achieving the feat of equating a brand with a common noun (in the United States, "Xerox" = "photocopier", "Kleenex" = tissue, "Vaseline" = petroleum jelly, "Hoover" = vacuum cleaner,

and "Band-Aid" = adhesive bandage) these are the pinnacles of any advertising campaign. However, some companies oppose the use of their brand name to label an object. Equating a brand with a common noun also risks turning that brand into a genericized trademark - turning it into a generic term which means that its legal protection as a trademark is lost.

As the mobile phone became a new mass media in 1998 when the first paid downloadable content appeared on mobile phones in Finland, it was only a matter of time until mobile advertising followed, also first launched in Finland in 2000. By 2007 the value of mobile advertising had reached 2.2 billion dollars and providers such as Admob delivered billions of mobile ads.

One type of mobile ad is based on SMS (Short Message Service) text messages. SMS has become the largest data application on the planet with over 2.4 billion active users. The addition of a text-back number is gaining prevalence as a www address of yesterday. Used as part of your companies 'how to contact us' these can be very effective. These can be a (rented) keyword on a short-code or your own system on a standard number (like Mojio Messenger). The benefit of SMS text messages is people can respond where they are, right now, stuck in traffic, sitting on the metro.

More advanced mobile ads include banner ads, coupons, MMS picture and video messages, advergames and various engagement marketing campaigns. A particular feature driving mobile ads is the 2D Barcode, which replaces the need to do any typing of web addresses, and uses the camera feature of modern phones to gain immediate access to web content. 83 percent of Japanese mobile phone users already are active users of 2D barcodes.

A new form of advertising that is growing rapidly is Social network advertising. It is Online Advertising with a focus on social networking sites. This is a relatively immature market, but it has shown a lot of promise as advertisers are able to take advantage of the demographic information the user has provided to the social networking site.

From time to time, The CW airs short programming breaks called "Content Wraps," to advertise one company's product during an entire commercial break. The CW pioneered "content wraps" and some products featured were Herbal Essences, Crest, Guitar Hero 2, Cover Girl, and recently Toyota.

### 4.    Measuring the impact of mass advertising

The most common method for measuring the impact of mass media advertising is the use of the rating point (rp) or the more accurate target rating point (trp). These two measures refer to the percentage of the universe of the existing base of audience members that can be reached by the use of each media outlet in a particular moment in time. The difference between the two is that the rating point refers to the percentage to the entire universe while the target rating point refers to the percentage of a particular segment or target. This becomes very useful when focusing advertising efforts on a particular group of people. One of the reasons advertising is successful is because it can target a particular audience to build awareness of what the advertiser has to offer.

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. In Section 4 of this course you will cover these topics:
  . Advertising Principles: Broadcast Media
  . Mechanics Of Building An Ad: Broadcast Media
  . Publicity And Special Events

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. You may take as much time as you want to complete the topic coverd in section 4.
There is no time limit to finish any Section, However you must finish All Sections before semester end date.

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. If you want to c ontinue remaining courses later, you may save the course and leave.
You can continue later as per your convenience and this course will be avalible in your area to save and continue later.

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**: Advertising Principles: Broadcast Media**

**Topic Objective:**

At the end of this topic students will be able:

- To understand the concept of broadcast media.
- To differentiate between recorded and live broadcast media.

**Definition/Overview:**

**Broadcast Network:** A broadcast network is an organization, such as a corporation or other association, that provides live or recorded content, such as movies, newscasts, sports, and public affairs programs for broadcast over a group of radio or television stations. They are generally primarily either a **television network** or a **radio network**, although some organizations run both types of networks.

**Key Points:**

**1.   Broadcast Media**

The sequencing of content in a broadcast is called a schedule. As with all technological endeavours, a number of technical terms and slang have developed. A list of these terms can be found at list of broadcasting terms. Television and radio programs are distributed through radio broadcasting or cable, often both simultaneously. By coding signals and having decoding equipment in homes, the latter also enables subscription-based channels and pay-per-view services.

The term "broadcast" originally referred to the sowing of seeds by scattering them over a wide field. It was adopted by early radio engineers from the Midwestern United States to refer to the analogous dissemination of radio signals. Broadcasting forms a very large segment of the mass media. Broadcasting to a very narrow range of audience is called narrowcasting.

Economically there are a few ways in which stations are able to continually broadcast. Each differs in the method by which stations are funded:

- in-kind donations of time and skills by volunteers (common with community broadcasters)
- direct government payments or operation of public broadcasters
- indirect government payments, such as radio and television licenses
- grants from foundations or business entities
- selling advertising or sponsorships
- public subscription or membership

Broadcasters may rely on a combination of these business models. For example, National Public Radio, a non-commercial network within the United States, receives grants from the Corporation for Public Broadcasting (which in turn receives funding from the U.S. government), by public membership, and by selling "extended credits" to corporations.

## 2. Recorded broadcasts and live broadcasts

The first regular television broadcasts began in 1937. Broadcasts can be classified as *recorded* or *live*. The former allows correcting errors, and removing superfluous or undesired material, rearranging it, applying slow-motion and repetitions, and other techniques to enhance the program. However some live events like sports telecasts can include some of the aspects including slow motion clips of important goals/hits etc in between the live telecast.

American radio network broadcasters habitually forbade prerecorded broadcasts in the 1930s and 1940s requiring radio programs played for the Eastern and Central time zones to be repeated three hours later for the Pacific time zone. This restriction was dropped for special occasions, as in the case of the German dirigible airship *Hindenburg* at Lakehurst, New Jersey in 1937. During World War II, prerecorded broadcasts from war correspondents were allowed on U.S. radio. In addition, American radio programs were recorded for playback by Armed Forces Radio stations around the world.

A disadvantage of recording first is that the public may know the outcome of an event from another source, which may be a spoiler. In addition, prerecording prevents live announcers from deviating from an officially-approved script, as occurred with propaganda broadcasts from Germany in the 1940s and with Radio Moscow in the 1980s.

Many events are advertised as being live, although they are often "recorded live" (sometimes called "live-to-tape"). This is particularly true of performances of musical artists on radio when they visit for an in-studio concert performance. This intentional blurring of the distinction between live and recorded media is viewed with chagrin among many music lovers. Similar situations have sometimes appeared in television ("*The Cosby Show* is recorded in front of a live studio audience").

A broadcast may be distributed through several physical means. If coming directly from the studio at a single radio or tv station, it is simply sent through the air chain to the transmitter and thence from the antenna on the tower out to the world. Programming may also come through a communications satellite, played either live or recorded for later transmission. Networks of stations may simulcast the same programming at the same time, originally via microwave link, now usually by satellite.

Distribution to stations or networks may also be through physical media, such as analog or digital videotape, CD, DVD, and sometimes other formats. Usually these are included in another broadcast, such as when electronic news gathering returns a story to the station for inclusion on a news programme.

The final leg of broadcast distribution is how the signal gets to the listener or viewer. It may come over the air as with a radio station or TV station to an antenna and receiver, or may come through cable TV or cable radio (or "wireless cable") via the station or directly from a network. The Internet may also bring either radio or TV to the recipient, especially with multicasting allowing the signal and bandwidth to be shared.

The term "broadcast network" is often used to distinguish networks that broadcast an over-the-air television signal that can be received using a television antenna from so-called networks that are broadcast only via cable or satellite television. The term "broadcast television" can refer to the programming of such networks.

**: Mechanics Of Building An Ad: Broadcast Media**

**Topic Objective:**

At the end of this topic students will be able:

- To understand history of broadcasting
- To review the tips for ad in a broadcast media.

**Definition/Overview:**

**Broadcasting:** is the distribution of audio and/or video signals which transmit programs to an audience. The audience may be the general public or a relatively large sub-audience, such as children or young adults.

**Key Points:**

**1.  Broadcasting History**

In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. As time passed, many non-profit organizations followed suit in setting up their own radio stations, and included: schools, clubs and civic groups. When the practice of sponsoring programs was popularised, each individual radio program was usually sponsored by a single business in exchange for a brief mention of the business' name at the beginning and end of the sponsored shows. However, radio station owners soon realised they could earn more money by selling sponsorship rights in small time allocations to multiple businesses throughout their radio station's broadcasts, rather than selling the sponsorship rights to single businesses per show.

This practice was carried over to television in the late 1940s and early 1950s. A fierce battle was fought between those seeking to commercialise the radio and people who argued that the radio spectrum should be considered a part of the commons to be used only non-commercially and for the public good. The United Kingdom pursued a public funding model for the BBC, originally a private company, the British Broadcasting Company, but incorporated as a public body by Royal Charter in 1927. In Canada, advocates like Graham Spry were likewise able to persuade the

federal government to adopt a public funding model, creating the Canadian Broadcasting Corporation. However, in the United States, the capitalist model prevailed with the passage of the Communications Act of 1934 which created the Federal Communications Commission. To placate the socialists, the U.S. Congress did require commercial broadcasters to operate in the "public interest, convenience, and necessity". Public broadcasting now exists in the United States due to the 1967 Public Broadcasting Act which led to the Public Broadcasting Service and National Public Radio.

In the early 1950s, the DuMont Television Network began the modern trend of selling advertisement time to multiple sponsors. Previously, DuMont had trouble finding sponsors for many of their programs and compensated by selling smaller blocks of advertising time to several businesses. This eventually became the standard for the commercial television industry in the United States. However, it was still a common practice to have single sponsor shows, such as The United States Steel Hour. In some instances the sponsors exercised great control over the content of the show - up to and including having one's advertising agency actually writing the show. The single sponsor model is much less prevalent now, a notable exception being the Hallmark Hall of Fame.

## 2. Tips for ads in Broadcast media

- On radio, you need to keep your message simple and focused. Choose one theme and stick to it.
- Remember that it takes longer to say something out loud than it does to read it. The average 30-second radio spot contains only about 70 words. Mention your company name at least three times in those 30 seconds.
- Because listeners are often sitting alone (frequently in their cars), speak to them like you're having a one-on-one conversation. Address them directly, and your message will get across.
- Different radio stations require different types of ads. In "Guerrilla Advertising," Jay Levinson identifies two basic types of stations. "Background" stations are on in the background and are typically music stations that are listened to passively. "Foreground" stations require active

listening. They would include talk radio, all-news radio, call-in shows, and the like. Make your ad sensitive to the format to keep the listener's attention.

- You have two basic choices when it comes to creating a radio ad. You can provide a script and have it read by the announcer. Ask your Ad Rep about the use of background music or sound effects as a way of making the ad stand out.

- Repetition is very important in radio, because it takes several airings for the listener to become familiar with your name and product or service. Frequency helps you break through the clutter. Consider running your spots at the same time every day for a week. Take a week off and then run it for another week.

**: Publicity And Special Events**

**Topic Objective:**

At the end of this topic students will be able:

- To understand the concept of publicity
- To identify the advantages of publicity.
- To analyze the role of a publicist.
- To review the effectiveness of a publicity.

**Definition/Overview:**

**Publicity:** Publicity is the deliberate attempt to manage the public's perception of a subject. The subjects of publicity include people (for example, politicians and performing artists), goods and services, organizations of all kinds, and works of art or entertainment.

**Key Points:**

**1.    Publicity**

From a marketing perspective, publicity is one component of promotion. The other elements of the promotional mix are advertising, sales promotion, and personal selling. Promotion is one component of marketing.

But the publicist cannot wait around for the news to present opportunities. They must also try to create their own news. Examples of this include:

- Contest
- Art exhibitions
- Event sponsorship
- Arrange a speech or talk
- Make an analysis or prediction
- Conduct a poll or survey
- Issue a report
- Take a stand on a controversial subject
- Arrange for a testimonial
- Announce an appointment
- Invent then present an award
- Stage a debate
- Organize a tour of your business or projects
- Issue a commendation

**2.    Advantages**

The advantages of publicity are low cost, and credibility (particularly if the publicity is aired in between news stories like on evening TV news casts). New technologies such as weblogs, web cameras, web affiliates, and convergence (phone-camera posting of pictures and videos to websites) are changing the cost-structure. The disadvantages are lack of control over how

your releases will be used, and frustration over the low percentage of releases that are taken up by the media.

Publicity draws on several key themes including birth, love, and death. These are of particular interest because they are themes in human lives which feature heavily throughout life. In television serials several couples have emerged during crucial ratings and important publicity times, as a way to make constant headlines. Also known as a publicity stunt, the pairings may or may not be truthful.

3. **Publicists**

A publicist is a person whose job is to generate and manage publicity for a product, public figure, especially a celebrity, or for a work such as a book or movie. Publicists usually work at large companies handling multiple clients.

4. **Effectiveness of publicity**

The theory *any press is good press* has been coined to describe situations where bad behaviour by people involved with an organization or brand has actually resulted in positive results, due to the fame and press coverage accrued by such events.

One example would be the Australian Tourism Board's "So where the bloody hell are you?" advertising campaign that was initially banned in the UK, but the amount of publicity this generated resulted in the official website for the campaign being swamped with requests to see the banned ad.

The popular sitcom, *Married... with Children*, achieved skyrocketing ratings after moralist Terry Rakolta attempted to have it removed

- In Section 5 of this course you will cover these topics:
  - The Fashion Show
  - Nbsp; Personal Selling
  - Nbsp; Synergism In Promotion And Advertising

- You may take as much time as you want to complete the topic coverd in section 5. There is no time limit to finish any Section, However you must finish All Sections before semester end date.

- If you want to c ontinue remaining courses later, you may save the course and leave. You can continue later as per your convenience and this course will be avalible in your area to save and continue later.

**: The Fashion Show**

**Topic Objective:**

At the end of this topic students will be able:

- To understand the concept of a Fashion show
- To relate to the history of fashion shows.
- To identify the major characteristics of a fashion show.

**Definition/Overview:**

**Fashion show:** A fashion show is an event put on by a fashion designer to showcase his or her upcoming line of clothing. In a typical fashion show, models walk the catwalk dressed in the clothing created by the designer. Occasionally, fashion shows take the form of installations, where the models are static, standing or sitting in a constructed environment.

**Key Points:**

1. **Fashion Show**

In a typical fashion show, models walk the catwalk dressed in the clothing created by the designer. Occasionally, fashion shows take the form of installations, where the models are static, standing or sitting in a constructed environment. The order in which each model walks out wearing a specific outfit is usually planned in accordance to the statement that the designer wants to make about his or her collection. The way that each outfit is presented on the catwalk isn't necessarily the way the designer is trying to make people wear his or her creations in everyday life. In this instances, this is more of an intellectual/artistic construction of the designer for the same purpose of making a statement or presenting a particular idea. It is then up to the audience to not only try to understand what the designer is trying to say by the way the collection is being presented, but to also visually de-construct each outfit and try to appreciate the detail and craftsmanship of every single piece. A wide range of contemporary designers tend to produce their shows as theatrical productions with elaborate sets and added elements such as live music or a variety of technological component like holograms, for example.

2. **History**

Because "the topic of fashion shows remains to find its historian," the earliest history of fashion shows remains obscure. In the 1800s, "fashion parades" periodically took place in Paris couture salons.

American retailers imported the concept of the fashion show in the early 1900s. The first American fashion show likely took place in 1903 in the New York City store Ehrlich Brothers. By 1910, large department stores such as Wanamaker's in New York City and Philadelphia were also staging fashion shows. These events showed couture gowns from Paris or the store's copies of them; they aimed to demonstrate the owners' good taste and capture the attention of female shoppers.

By the 1920s, retailers across the United States held fashion shows. Often, these shows were theatrical, presented with narratives, and organized around a theme (e.g. Parisian, Chinese, or Russian). These shows enjoyed huge popularity through mid-century, sometimes attracting thousands of customers and gawkers.

In the 1970s and 1980s, American designers began to hold their own fashion shows in private spaces apart from such retailers. In the early 1990s, however, many in the fashion world began to rethink this strategy. After several mishaps during shows in small, unsafe locations, "[t]he general sentiment was, 'We love fashion but we don't want to die for it,'" recalls Fern Mallis, then executive director of the Council of Fashion Designers of America. In response to these shows, the New York shows were centralized in Bryant Park during fashion week in late 1993.

## 3. Characteristics

In the major fashion capitals, fashion weeks are semiannual events. January through March designers showcase their fall collections and September through November the spring collections are shown. Fashion weeks must be held several months in advance of the season to allow the press and buyers a chance to preview fashion designs for the following season. This is also to allow time for retailers to arrange to purchase or incorporate the designers into their retail marketing.

Fashion weeks are attended by buyers for major stores, editors of fashion magazines, the media, celebrities, and members of the entertainment industry. In years past, fashion weeks were predominantly for "the trade only"; however, today they are entertainment and media events. They may include live musicians, celebrity guests, lavish galas and charity events, and a few allow the public to purchase special passes to see the runway shows or attend expositions which

display handbags, jewellery, shoes, hats and cosmetics. Many important fashion design schools participate in the shows, as well.

Some fashion weeks can be genre-specific, such as a Miami Fashion Week (Swimwear), Prt-a-Porter (ready-to-wear) Fashion Week, Couture (one-of-a-kind designer original) Fashion Week and Bridal Fashion Week, while Portland (Oregon, USA) Fashion Week shows some eco-friendly designers.

**: Nbsp; Personal Selling**

**Topic Objective:**

At the end of this topic students will be able:

- To understand the concept of Sales.
- To identify the different types of sales techniques.
- To comprehend sales outsourcing.
- To analyze the sales and marketing relationship.

**Definition/Overview:**

**Sales:** are the activities involved in selling products or services in return for money or other compensation. It is an act of completion of a commercial activity.

**Deal Is Closed:** The "deal is closed", means the customer has consented to the proposed product or service by making full or partial payment (as in case of installments) to the seller.

**Key Points:**

**1. Sales**

Selling is thought of as a part of marketing, however, the two disciplines are completely different. Sales often forms a separate grouping in a corporate structure, employing separate specialist operatives known as salespeople (singular: salesperson). A sale is considered by many to be a sort of persuading "art". Contrary to popular belief, the methodological approach of selling refers to a systematic process of repetitive and measurable milestones, by which a salesperson relates his or her offering of a product or service in return enabling the buyer to achieve their goal in an economic way.

A sale is completed by the seller, the owner of the goods. It starts with consent (or agreement) to an acquisition or appropriation or request followed by the passing of title (property or ownership) in the item and the application and due settlement of a price, the obligation for which arises due to the seller's requirement to pass ownership, being a price she is happy to part with ownership of or any claim upon the item. The purchaser, though a party to the sale, does not execute the sale, only the seller does that. To be precise the sale completes prior to the payment and gives rise to the obligation of payment. If the seller completes the first two above stages (consent and passing ownership) of the sale prior to settlement of the price the sale is still valid and gives rise to an obligation to pay.

**2. Sales techniques**

- Sales broker or Seller agency or seller agent

    This is a traditional role where the salesperson represents a person or company on the selling end of the deal.

- Buyers broker or Buyer brokerage

    This is where the salesperson represents the consumer making the purchase. This is most often applied in large transactions.

- Disclosed dual agent

This is where the salesperson represents both parties in the sale and acts as a mediator for the transaction. The role of the salesperson here is to over see that both parties receive an honest and fair deal, and is responsible to both.

- Transaction broker

    This is where the salesperson doesn't represent either party, but handles the transaction only. This is where the seller owes no responsibility to either party getting a fair or honest deal, just that all of the papers are handled properly.

### 3.   Sales Outsourcing

This is direct branded representation where the sales reps are recruited, hired, and managed by an external entity but hold quotas, represent themselves as the brand of the client, and report all activities (through their own sales management channels) back to the client. It is akin to a virtual extension of a sales force.

### 4.   Salespersons

The primary function of professional sales is to generate and close leads, educate prospects, fill needs and satisfy wants of consumers appropriately, and therefore turn prospective customers into actual ones. The successful questioning to understand a customer's goal, the further creation of a valuable solution by communicating the necessary information that encourages a buyer to achieve their goal at an economic cost is the responsibility of the salesperson or the sales engine (e.g. internet, vending machine etc).

### 5.   Sales and marketing relationship

Marketing plays a very important part in sales. If the marketing department generates a potential customers list, it can be beneficial for sales. The marketing department's goal is to bring people to the sales team using promotional techniques such as advertising, sales promotion, publicity,

and public relations. In most large corporations, the marketing department is structured in a similar fashion to the sales department and the managers of these teams must coordinate efforts in order to drive profits and business success. Driving more customers "through the door" gives the sales department a better chance by ratio of selling their product to the consumer. There may also be a downside to this phenomenon. Very often (for legal reasons, e.g. in non-store retailing) companies have to provide credit to customers. This may cause a conflict between the sales department on the one hand and the credit department on the other hand.

**6.   Marketing potentially negates need for sales**

Some sales authors and consultants contend that an expertly planned and executed marketing strategy may negate the need for outside sales entirely. They suggest that by effectively bringing more customers "through the door" and enticing them to contact you, sales organizations can dramatically improve their results, efficiency, profitability, and allow salespeople to provide a drastically higher level of customer service and satisfaction, instead of spending the majority of their working hours searching for someone to sell to.

**: Nbsp; Synergism In Promotion And Advertising**

**Topic Objective:**

At the end of this topic students will be able:

- To understand the concept of synergy in media.

**Definition/Overview:**

**Synergism:** Synergism, in general, may be defined as two or more agents working together to produce a result not obtainable by any of the agents independently. The word synergy or

synergism comes from two Greek words: erg meaning "to work", and syn meaning "together"; hence, synergism is a "working together."

**Key Points:**

**1.   Synergy in the media**

Synergy in media economics, is the promotion and sale of a product (and all its versions) throughout the various subsidiaries of a media conglomerate  (e.g. film and soundtrack and video game). Walt Disney pioneered synergistic marketing techniques in the 1930s by granting dozens of firms the right to use his Mickey Mouse character in products and ads, and continued to market Disney media through licensing arrangements. These products can help advertise the film itself and thus help to increase the film's sales. For example, the Spider-Man films had toys of webshooters and figures of the characters made, as well as posters and games.