



EXPERT PROGRAM IN MARKETING & MERCHANDISING (EPMM)



240 HOURS



6 MONTHS

The Expert Program in Fashion Marketing & Merchandising is a strategic and business-oriented course crafted for individuals looking to build a career in the commercial side of the fashion industry. This program blends fashion sensibility with market intelligence, equipping learners with skills in brand positioning, consumer behavior, retail planning, and sales strategy. Students learn how to market fashion products effectively, manage merchandising cycles, forecast trends, and optimize the retail experience both online and offline. Through real-world case studies, marketing campaigns, and visual merchandising projects, students gain hands-on experience in turning fashion concepts into successful business outcomes.

≡ INSIDE THE PROGRAM

- ✓ Principles of Fashion Marketing & Branding
- ✓ Retail Merchandising & Buying Techniques
- ✓ Consumer Behavior & Market Segmentation
- ✓ Visual Merchandising & Store Layouts
- ✓ Fashion Forecasting & Trend Analysis
- ✓ E-commerce & Omnichannel Retail
- ✓ Sales & Distribution Strategies
- ✓ Marketing Campaign Planning (Online/Offline)
- ✓ Fashion Retail Analytics & CRM Brand Launch,
- ✓ Portfolio & Live Projects

APPLICABLE JOBS

- ▷ Fashion Marketing Executive
- ▷ Retail Merchandiser
- ▷ Fashion Brand Manager
- ▷ Visual Merchandising
- ▷ E-commerce Manager (Fashion Retail)
- ▷ Fashion Sales & Distribution Executive

MODULES COVERED



AI INTEGRATED COURSE

- 1 Fundamentals Of Design & Fashion
- 2 Fashion Merchandising
- 3 Fashion Trend Forecasting
- 4 Apparel Costing & Management
- 5 Portfolio Building

Assessment will be conducted through a written examinations, Practical examination. Students are also required to submit a Final Portfolio showcasing their work, which will be a key component of the overall evaluation.