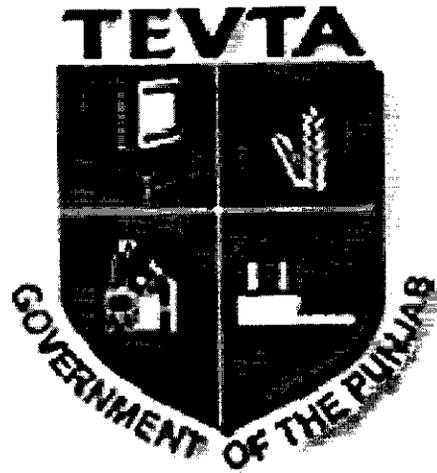


GOVERNMENT OF THE PUNJAB
TECHNICAL EDUCATION & VOCATIONAL
TRAINING AUTHORITY



CURRICULUM FOR
Textile Sales and Marketing

(3 – Months Course)

Evaluated November, 2015

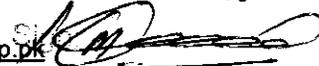
CURRICULUM SECTION
ACADEMICS DEPARTMENT APPROVED

96-H, GULBERG-II, LAHORE

Ph # 042-99263055-9, 99263064

gm.acad@tevtg.gov.pk, manager.cur@tevtg.gov.pk

Date: 19-11-2015



TRAINING OBJECTIVES

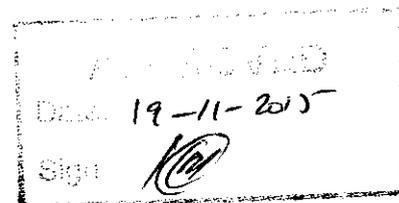
Textile sector is the backbone of Pakistan's export economy. Pakistan textile industry for the past few years was mainly confronted with the major problems like energy crisis, lack of value addition and branding, dearth of latest textile machinery, overburdening debts and most especially shortage of skilled manpower.

Despite these challenges the growth of textile export has raised the demand of skilled man power especially in the field of textile sales and marketing. To bridge this gap a course of "Textile Sales and Marketing" is designed.

This course is designed for the participants who want to learn about Sales & Marketing especially for garments industry. The purpose of this course is to provide a practical approach in combination with relevant theoretical training to achieve desired results in minimum time with quality. In this course, the trainees will get the skills and knowledge to have hands on experience in capacity planning, international marketing and commercial requirements of international clients.

CURRICULUM SALIENTS

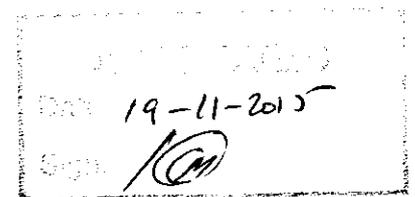
Name of course	:	Textile Sales and Marketing
Entry Level	:	Intermediate
Duration of Course	:	3 – Months
Total Training Hrs	:	400 Hours
		40 Hours per week
		6 days per week
		7 Hours daily except Friday 5 Hours
Training Methodology:		Practical 80%
	:	Theory 20%
Medium of Instruction:		Urdu/English



SKILL COMPETENCY DETAILS

On successful completion of this course, the trainee should be able to:-

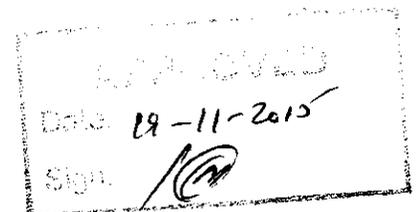
1. Illustrate technical terms in textile sector
2. Marketing strategies i.e. sales, advertising, promotions
3. Quality analysis of different fabrics / materials
4. Marketing and Sales principles in textile sector
5. Financing and payment procedures
6. Costing and calculations
7. Efficient pricing skills
8. Market information analysis (national & international markets' information)
9. Strategic planning
10. Capacity planning
11. Development of action plan
12. Effective communication
13. Time management
14. Skills of writing memos, business letters, emails
15. IT skills



KNOWLEDGE PROFICIENCY DETAILS

On successful completion of this course, the trainee should be able to:-

1. Marketing and sales techniques
2. International market laws and legal requirements
3. Consumer Behavior and marketing methods in traditional and new media
4. Techniques of identifying potential consumer and maximize profit
5. Understanding of customer's requirements of garments globally through practical applications
6. Understanding the techniques of finding potential markets
7. Learning market methods in different types of marketing campaigns
8. Learn and understand buyers' behavior
9. Understand strategic planning
10. Organizational behavior
11. Team building
12. Use of computer and MS office for calculations, analysis and reporting
13. Knowledge of Online marketing and promotional campaigns
14. Office Accounting and Budgeting
15. Salesmanship principles



CURRICULUM DELIVERY STRUCTURE

	Curriculum Delivery	Make Up Session	Revision	Final Test	Total
WEEK	1-10	11	12	13	13
	10	1	1	1	

APPROVED
Date: 11-11-2015
Sign: [Signature]

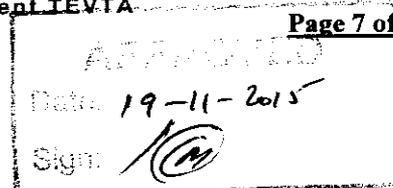
SCHEME OF STUDIES
Textile Sales and Marketing
(3-Months)

S.No	Main Topics	Theory Hours	Practical Hours	Total Hours
1.	Introduction to Marketing and Sales	12	22	34
2.	Marketing Strategies and Techniques	8	24	32
3.	Searching International Markets	6	30	36
4.	Communication/Use of computers	6	40	46
5.	Distribution Policies	6	20	26
6.	Buyer's Requirement	4	26	30
7.	Pricing	3	18	21
8.	Financing & Payments	3	20	23
9.	International Market Laws And Legal Requirements	6	24	30
10.	Manage Pre Production	8	22	30
11.	Capacity Planning	6	22	28
12.	Testing & Inspection/Quality Control	8	30	38
13.	Shipping Info & Terms And Managing Shipping Documents	4	22	26
Total		80	320	400

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DATE 19-11-2015
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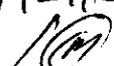
Detail of Course Contents
Textile Sales and Marketing Course
(3-Months)

1.	Introduction to Marketing and Sales 1.1 Definition and Terminologies of, sales, promotion and marketing 1.2 Illustration of textile terms 1.3 4Ws (what, when, where and why) and 1 H(How) methodology of marketing 1.4 Marketing/ business ethics 1.5 Create, implement and evaluate sales and marketing projects	12	22
2.	Marketing Strategies and Techniques 2.1 Marketing support techniques 2.1.1 Advertising 2.1.2 Sales Promotion 2.1.3 Publicity 2.1.4 Product Support Services 2.2 Producing effective export promotion material 2.3 The news release 2.4 Collection of market information and development of marketing strategies 2.5 Market trends and its analysis 2.6 Required skills for effective negotiation 2.7 Using trade fairs to promote exports	8	24
3.	Searching International Markets 3.1 New statistical services 3.2 Choosing markets for promotional campaigns 3.3 Quantifying an unknown market 3.4 Guides for market research	6	30
4.	Communication / Use of computers 4.1 Definition of business communication 4.2 Effective communication skills 4.3 Effective communication with buyer/agent 4.4 Interdepartmental communication (PPC / Procurement / Administration / Finance / Fabrication / Commercial / Cutting / Knitting / Dying / Sewing / Quality / Export) 4.5 Communicate with suppliers/embellishment 4.6 Communicate with sampling 4.7 IT skills (MS Office, internet research tools) 4.8 Documentation	6	40
5.	Distribution Policies 5.1 Introduction 5.2 Distribution functions 5.3 Distribution/Marketing Channels 5.4 A four-step approach to select distributors	6	20



Textile Sales and Marketing Course (3- Months)

	5.5 Market Segmentation 5.6 Distribution Decision 5.7 Distribution Alternatives 5.8 Selecting the right agent		
6.	Buyer's Requirement 6.1 Type of Orders 6.2 Types of garments / fabrics 6.3 Technical Package 6.4 Documentation	4	26
7.	Pricing 7.1 Pricing Procedures 7.2 Preparation of Costing Sheet 7.3 Price List and competitiveness of product for exporters 7.4 Issues of currency fluctuation and rate of inflation and their impact on defining real costs 7.5 Good Price Quotation 7.6 Drawbacks available on textile export	3	18
8.	Financing & Payments 8.1 Methods of payments commonly used in international transactions 8.2 INCOTERMS 8.3 Letter of Credit (types & uses) 8.4 Ensure payment against letter of credit 8.5 DA (Document against acceptance) and its implications 8.6 Export Financing 8.7 Financial guarantees 8.8 Disputes and claims in international trade 8.9 Exporter credit insurance and its usefulness	3	20
9.	International Market Laws And Legal Requirements 9.1 International Tax Laws 9.2 International Trade Laws 9.3 Importing Country's Laws 9.4 Custom rules (National & International) 9.5 International Transactions – ICC Publication 600 9.6 Legal documents requirements by the buyers 9.7 Specific clauses in commission agent and foreign distributorship contracts 9.8 Legal position of agent / distributor in case of agreement termination 9.9 Form "E", Bill of Lading and commercial invoice 9.10 Non acceptance of delivery by the buyer 9.11 Incidence of responsibility in case of force majeure conditions	6	24
10.	Manage Pre-Production 10.1 Read Purchase Orders 10.2 Information Sharing 10.3 Time & Action Plan	8	22

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Textile Sales and Marketing Course (3- Months)

	10.4 Follow-up Production Process 10.5 Need Fit / Pre-Production (PP) Sample approval 10.6 Update status for buyer and top management		
11.	Capacity Planning 11.1 Introduction 11.2 Recognize Production Capacity 11.3 Prepare Master Production Plan 11.4 Implement basic strategies for the development of production plan 11.5 Control production work in process 11.6 Plan strategies to remove bottlenecks 11.7 Use Controlling Techniques 11.8 Develop Professionalism	6	22
12.	Testing & Inspection/Quality Control 12.1 Definition of inspection, monitoring, testing and quality control 12.2 Stages of Inspections 12.3 Basic Quality inspection standards for apparel 12.4 4 Point system of quality inspection 12.5 Care labeling standards 12.6 Fabric Checking (Shrinkage, Skewness, Color Fastness, Pilling, Weight, Skeleton) 12.7 Compliance 12.8 Audit (In line Audit, Final Audit, Third Party Audit)	8	30
13.	Shipping Info & Terms And Managing Shipping Documents 13.1 Shipping Terms and Documents 13.2 Transportation Procedures 13.3 Selection of Freight Forwarding Agency 13.4 Role of Clearing and Forwarding Agents 13.5 Insurance Modalities	4	22
Total		18	320

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LIST OF PRACTICALS

1. Marketing Case studies
2. Marketing design material
3. Presentation Skills
4. Documentation preparation
5. Communication skills
6. Telecommunication
7. Product development knowledge
8. Costing and budgeting
9. Market planning
10. Law and taxation documentation development
11. Shipping Info & Terms And Managing Shipping Documents
12. Basic Quality inspection standards for apparel
13. 4 Point system of quality inspection

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LIST OF LABS
Textile Sales and Marketing Course
(3-Months)

1. Computer lab
2. Testing and Inspection Lab



LIST OF TOOLS AND EQUIPMENT
FOR CLASS OF 25

Name of Trade	Textile Sales and Marketing
Duration of Course	(3-Months)

S. No.	Nomenclature of Equipments / Tools	Unit	Quantity
1	Purchase Order Sheet	Pcs.	1
2	Order Sheet (PPC)	Pcs.	1
3	Specs Sheet (Different styles, one of each)	Pcs.	10
4	Styling Sheet (Different styles, one of each)	Pcs.	10
5	Trims Card	Pcs.	10
6	Approved Trims / Lab Dips / Embroidery / Strike Off / Garments / etc. (each style)	Pcs.	10
7	Packing Instructions (Different types of packing one of each)	Pcs.	10
8	Shade Cards	Pcs.	10
9	Submission Record Sheets	Pcs.	10
10	Printing Design Sheet	Pcs.	1
11	Costing Sheet	Pcs.	10
12	Samples Inspection Report	Pcs.	10
13	Customer's Comments Document	Pcs.	10
14	Sampling Status Sheet	Pcs.	10
15	Order Status (T n A)	Pcs.	10
16	Quality Inspection Certificate	Pcs.	1
17	Lab Reports	Pcs.	10
18	Fabric Consumption Calculation	Pcs.	1
19	Order Booking Analysis	Pcs.	10
20	An Order File Record	Pcs.	10
21	Extension Request	Pcs.	1
22	Computers	Systems	25
23	Light Box	Pcs.	1
24	Projector	System	1
25	Fabric cutter	Pcs.	2

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LIST OF CONSUMABLE MATERIALS

FOR CLASS OF 25

**Textile Sales and Marketing Course
(3-Months)**

List of Consumable Materials

S.N	Material	Quantity
1	Fabrics book	1
2	Color standard pantone book	1
3	Heather shade books	1
4	Measuring tape	2
5	Sewing thread	1
6	Different types of labels and buttons	1
7	Paper patterns	1
8	Technical package	1
9	Handouts/notes	1

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MINIMUM QUALIFICATION OF INSTRUCTOR

- MBA from Recognized University with 4 Years experience in Marketing or Merchandising

OR

- Bachelor / BBA with 8 Years relevant experience

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REFERENCE BOOKS

1. Principles of Marketing, by J. M. Sons
2. Pearson: Marketing Strategy
3. Pearson: Integrated Marketing Communications

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(12)

EMPLOYABILITY OF PASS OUTS

The pass outs of this course may find job / employment opportunities in the following areas / sectors: -

- Marketing representative
- Sales representative
- Sales analyst
- Retail manager
- Merchandiser
- Online Marketing Manager
- Start own marketing/buying house business
- Representative of promotional team
- Market analyst

19-11-2015



Curriculum Evaluation Committee

- | | | |
|----|--|-----------------|
| 1. | Dr. Nabeel Amin,
Associate Professor,
School of Textile and Design, University of
Management and Technology,
C-II, Johar Town, Lahore-54770, Pakistan | Convener |
| 2. | Mr. Kanwar Haider,
Assistant Professor, UMT
D-5 Block A PTCL Flat,
Faisal Town Lahore | Member |
| 3. | Mr. Saif Ullah,
Sales and Marketing Manager,
C/O Mr. Anjum Iqbal
H.No:549, Block: N
Sabzazar Scheme, Lahore | Member |

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