

Fashion and Textile Management (BS): Brand Management and Marketing Concentration

To see more about what you will learn in this program, visit the Learning Outcomes website (<https://apps.oirp.ncsu.edu/pgas/>)!

The Brand Management and Marketing concentration of the Fashion and Textile Management Degree focuses on the marketing functions required to promote and distribute products in the fiber, textile and apparel industries. Courses provide knowledge and skills for planning and execution of marketing strategy, brand management, retail planning and allocation, consumer behavior, advertising and promotion, and international trade and sourcing. Courses incorporate active learning, including teamwork and application of classroom knowledge to real-world industry challenges.

For more information about this program, visit our website (<https://textiles.ncsu.edu/tatm/fashion-and-textile-management/>).

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Contact

For answers to questions about the admissions process, please contact:

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Plan Requirements

Code	Title	Hours	Counts towards
Orientation			
T 101	Strategies for Success in the Wilson College of Textiles	1	
Mathematics and Sciences			
MA 131	Calculus for Life and Management Sciences A	3	
or MA 141	Calculus I		
MA 231	Calculus for Life and Management Sciences B	3	

or MA 114	Introduction to Finite Mathematics with Applications	
or MA 241	Calculus II	
CH 101	Chemistry - A Molecular Science	3
CH 102	General Chemistry Laboratory	1
PY 211	College Physics I	4
or PY 205 & PY 206	Physics for Engineers and Scientists I and Physics for Engineers and Scientists I Laboratory	

Major Requirements

ACC 210	Concepts of Financial Reporting	3
BUS 320	Financial Management	3
FTM 217	The Textile Industry	3
FTM 220	Principles of Retailing and Supply Chain Management in Textiles	3
FTM 282	Marketing Fundamentals in Textiles and Apparel	3
FTM 310	Entrepreneurship & New Product Development in Textiles	3
FTM 382	Brand Management in Textiles and Apparel	3
FTM 385	Fashion and the Consumer	3
FTM 416	The Fashion Industry	3
TMS 211	Introduction to Fiber Science	3
PCC 302	Technology of Textile Wet Processing	4
TT 105	Introduction to Textile Technology	3
TTM 106	Yarn Formation, Classification and Numbering Systems	1
TT 252	Formation and Structure of Textile Fabrics	4

Select one of the following:		3
ARE 201	Introduction to Agricultural & Resource Economics	
ARE 201A	Introduction to Agricultural & Resource Economics	
EC 201	Principles of Microeconomics	
EC 202	Principles of Macroeconomics	3
ST 311	Introduction to Statistics	3
or ST 370	Probability and Statistics for Engineers	
ENG 332	Communication for Business and Management	3
or ENG 331	Communication for Engineering and Technology	
or ENG 333	Communication for Science and Research	
Concentration Requirements		
FTM 384	Visual Merchandising Principles and Management	3
FTM 387	Textile Brand Communications & Promotions	3
FTM 460	Textile Market Research	3
FTM 482	Global Brand Management in Textiles and Apparel	3
FTM 483	Global Trade & Sourcing	3
FTM 487	Human Resource Management and Leadership in the Textile and Fashion Industries	3
Brand Marketing & Management Elective (p. 2)		9
GEP Courses		
Acad Writing Research (p. 4) ¹		4
GEP Humanities (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/)		6
GEP Social Sciences (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-social-sciences/)		3

GEP Health and Exercise Studies (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/)		2
GEP Additional Breadth (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/) (Humanities/Social Sciences/Visual and Performing Arts)		3
GEP Interdisciplinary Perspectives (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/)		5
GEP U.S. Diversity (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-us-diversity/) (verify requirement)		
GEP Global Knowledge (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-global-knowledge/) (verify requirement)		
Foreign Language Proficiency (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/foreign-language-proficiency/) (verify requirement)		
Free Electives		
Free Elective ²		1
Total Hours		120

¹ C- or better
² Students should consult their academic advisors to determine which courses fill this requirement.

Brand Marketing & Mgmt Elec

Code	Title	Hours	Counts towards
ACC 200	Introduction to Managerial Accounting	3	
ACC 220	Introduction to Managerial Accounting	3	
ACC 280	Survey of Financial and Managerial Accounting	3	
FLA 301	Advanced Intermediate Arabic I	3	
FLC 301	Intermediate Chinese III	3	
FLC 302	Intermediate Chinese IV	3	

FLF 301	Survey of French Literature from the Middle Ages through the Enlightenment	3	FTM 480	Operations Management Decisions for Textiles	3
FLF 302	Survey of French Literature from Romanticism to the Contemporary Period	3	FTM 481	Product Costing in the Textile and Apparel Industry	3
FLG 301	Advanced German	3	FTM 484	Strategic Planning and Decision Making in the Textile and Fashion Industries	3
FLG 302	German Oral and Written Expression	3	FTM 485	Textile Computer Integrated Enterprise	3
FLJ 301	Intermediate Japanese III	3	FTM 486	Supply Chain Management in the Textile Industry	3
FLJ 302	Intermediate Japanese IV	3	FTM 499	Textile Senior Project	4
FLN 301	Twentieth Century Hindi & Urdu Fiction	3	MT 323	Introduction to Theory and Practice of Medical Fiber and Yarn Formation	3
FLN 302	Modern Hindi & Urdu Poetry	3	MT 366	Biotextile Product Development	3
FLP 401	Brazilian Portuguese for Spanish Speakers	3	MT 432	Biotextiles Evaluation	3
FLS 331	Spanish Oral and Written Expression I	3	MT 471	The Chemistry of Synthetic and Natural Bipolymers	3
FLS 332	Spanish Oral and Written Expression II	3	NW 405	Advanced Nonwovens Processing	3
FTM 219	Fashion Product Analysis	3	NW 408	Nonwoven Product Development	3
FTM 271	Computer-Aided Textile Design	3	NW 505	Advanced Nonwovens Processing	3
FTM 320	Retail Merchandising in Fashion and Textiles	3	NW 508	Nonwoven Product Development	3
FTM 380	Management and Control of Textile and Apparel Systems	3	PCC 201	Impact of Industry on the Environment and Society	3
FTM 400	Major Fashion Designers	3	PCC 420	Textile Dyeing and Printing	3
FTM 420	Retail Buying in Fashion and Textiles	3	PCC 471	The Chemistry of Synthetic and Natural Bipolymers	3
FTM 431	Quality Management and Control In Textile Manufacturing	3			

PSY 311	Social Psychology	3
PSY 411	The Psychology of Interdependence and Race	3
SOC 300	Social Research Methods	
TT 305	Introduction to Nonwoven Products and Processes	3
TT 327	Yarn Production and Properties	4
TT 331	Performance Evaluation of Textile Materials	4
TT 341	Knitted Fabric Technology	3
TT 351	Woven Products and Processes	3
TT 380	Management and Control of Textile and Apparel Systems	3
TT 401	Textile Technology Senior Design I	4
TT 402	Textile Technology Senior Design II	4
TT 405	Advanced Nonwovens Processing	3
TT 407	Characterization Methods in Nonwovens	3
TT 408	Nonwoven Product Development	3
TT 431	Quality Management and Control In Textile Manufacturing	3
TT 451	Advanced Woven Fabric Design	3
TT 470	Jacquard Woven Fabric Design	3
TT 480	Operations Management Decisions for Textiles	3
TT 481	Design and Technology of Technical Textiles	3

TT 485	Textile Computer Integrated Enterprise	3
TT 486	Supply Chain Management in the Textile Industry	3
TT 499	Textile Senior Project	4
TT 505	Advanced Nonwovens Processing	3
TT 508	Nonwoven Product Development	3
TT 551	Advanced Woven Fabric Design	3

Acad Writing Research

Code	Title	Hours	Counts towards
Acad Writing Research			
ENG 101	Academic Writing and Research	4	
FLE 101	Academic Writing and Research	4	
Transfer Sequence			
ENG 202	Disciplinary Perspectives in Writing		
ENG 1GEP	100 Level English Composition	3	

Semester Sequence

This is a sample.

Critical Path Courses: Identify using the code (CP) which courses are considered critical path courses which represent specific major requirements that are predictive of student success in a given program/plan.

First Year

Fall Semester		Hours
EC/ARE 201	Principles of Microeconomics	3
ENG 101	Academic Writing and Research	4
MA 131	Calculus for Life and Management Sciences A	3
TT 105	Introduction to Textile Technology (CP)	3
T 101	Strategies for Success in the Wilson College of Textiles	1
Hours		14

Spring Semester

CH 101	Chemistry - A Molecular Science	3
CH 102	General Chemistry Laboratory	1
MA 231	Calculus for Life and Management Sciences B	3

GEP Health and Exercise Studies (<http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/>) 1

TMS 211 Introduction to Fiber Science 3

FTM 217 The Textile Industry (CP) 3

Hours 14

Second Year

Fall Semester

ACC 210 Concepts of Financial Reporting 3

EC 202 Principles of Macroeconomics 3

PY 211 College Physics I 4

TTM 106 Yarn Formation, Classification and Numbering Systems 1

GEP Health and Exercise Studies (<http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/>) 1

FTM 282 Marketing Fundamentals in Textiles and Apparel (CP) 3

Hours 15

Spring Semester

BUS 320 Financial Management 3

Brand Marketing Elective (p. 2) 3

TT 252 Formation and Structure of Textile Fabrics 4

GEP Requirement (<http://catalog.ncsu.edu/undergraduate/gep-category-requirements/>) 3

FTM 220 Principles of Retailing and Supply Chain Management in Textiles 3

Hours 16

Third Year

Fall Semester

FTM 310 Entrepreneurship & New Product Development in Textiles 3

ST 311 Introduction to Statistics 3

FTM 385 Fashion and the Consumer 3

FTM 382 Brand Management in Textiles and Apparel (CP) 3

PCC 302 Technology of Textile Wet Processing 4

Hours 16

Spring Semester

FTM 387 Textile Brand Communications & Promotions 3

ENG 332 Communication for Business and Management 3

FTM 384 Visual Merchandising Principles and Management 3

FTM 460 Textile Market Research 3

GEP Requirement (<http://catalog.ncsu.edu/undergraduate/gep-category-requirements/>) 3

Hours 15

Fourth Year

Fall Semester

GEP Requirement (<http://catalog.ncsu.edu/undergraduate/gep-category-requirements/>) 6

FTM 482 Global Brand Management in Textiles and Apparel 3

Brand Marketing Elective (p. 2) 6

Hours 15

Spring Semester

GEP Requirement (<http://catalog.ncsu.edu/undergraduate/gep-category-requirements/>) 3

FTM 416 The Fashion Industry 3

FTM 487 Human Resource Management and Leadership in the Textile and Fashion Industries 3

FTM 483 Global Trade & Sourcing 3

GEP Interdisciplinary Perspectives (<http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/>) 2-3

Free Elective 1

Hours 15

Total Hours 120