

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

Think of a traditional business and marketing degree with an additional layer of fashion industry expertise and connections, and you have an idea of our brand management and marketing (<https://textiles.ncsu.edu/academics/undergraduate/brand-management-and-marketing/>) (BMM) program. BMM is one of two concentrations students majoring in Fashion and Textile Management can choose to focus on during their time at the Wilson College of Textiles.

In this concentration, you'll gain applied knowledge of everything needed to work on the business side of fashion, from marketing and consumer trends, to buying and merchandising.

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 and Brand Management Fundamentals in Textiles and Apparel	3
FTM 310	Entrepreneurship & New Product Development in Textiles	3
FTM 385	Fashion and the Consumer	3
FTM 408	Sustainability in Fashion, Textiles and Retail	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 387	Textile Brand Communications & Promotions	3
FTM 420	Retail Buying in Fashion and Textiles	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 Management & Marketing Electives (p. 2)	9
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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 Elective (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)	3
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GEP Interdisciplinary Perspectives (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/)	5
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GEP Global Knowledge (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-global-knowledge/) (verify requirement)	
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World Language Proficiency (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/world-language-proficiency/) (verify requirement)	
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Free Electives

Free Elective ²	1
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Total Hours	120
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¹ C- or better
² Students should consult their academic advisors to determine which courses fill this requirement.

Brand Management & Marketing Electives

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	
WLAR 301	Advanced Intermediate Arabic I	3	
WLCH 301	Intermediate Chinese III	3	
WLCH 302	Intermediate Chinese IV	3	
WLFR 301	Survey of French Literature from the Middle Ages through the Enlightenment	3	
WLFR 302	Survey of French Literature from Romanticism to the Contemporary Period	3	
WLGE 301	Advanced German	3	

WLGE 302	German Oral and Written Expression	3	FTM 486	Supply Chain Management in the Textile Industry	3
WLHU 301	Twentieth Century Hindi & Urdu Fiction	3	FTM 499	Textile Senior Project	4
WLHU 302	Modern Hindi & Urdu Poetry	3	MT 323	Introduction to Theory and Practice of Medical Fiber and Yarn Formation	3
WLJA 301	Intermediate Japanese III	3	MT 366	Biotextile Product Development	3
WLJA 302	Intermediate Japanese IV	3	MT 432	Evaluation of Biotextiles	3
WLPO 401	Brazilian Portuguese for Spanish Speakers	3	MT 471	Chemistry of Biopolymers	3
WLSP 331	Spanish Oral and Written Expression I	3	NW 405	Advanced Nonwovens Processing	3
WLSP 332	Spanish Oral and Written Expression II	3	NW 408	Nonwoven Product Development	3
FTM 219	Fashion Product Analysis	3	PCC 201	Impact of Industry on the Environment and Society	3
FTM 271	Computer-Aided Textile Design	3	PCC 420	Textile Dyeing and Printing	3
FTM 320	Retail Merchandising in Fashion and Textiles	3	PCC 471	Chemistry of Biopolymers	3
FTM 380	Management and Control of Textile and Apparel Systems	3	PSY 311	Social Psychology	3
FTM 400	Major Fashion Designers	3	PSY 411	The Psychology of Interdependence and Race	3
FTM 431	Quality Management and Control In Textile Manufacturing	3	SOC 300	Social Research Methods	4
FTM 480	Operations Management Decisions for Textiles	3	TT 327	Yarn Production and Properties	4
FTM 481	Product Costing in the Textile and Apparel Industry	3	TT 404	Introduction to Nonwovens Products and Processes	3
FTM 484	Strategic Planning and Decision Making in the Textile and Fashion Industries	3	TT 331	Performance Evaluation of Textile Materials	4
FTM 485	Textile Computer Integrated Enterprise	3	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
FTM 384	Visual Merchandising Principles and Management	3

Acad Writing Research

Code	Title	Hours	Counts towards
Acad Writing Research			
ENG 101	Academic Writing and Research	4	
WLEN 101	Academic Writing and Research	4	
Transfer Sequence			
ENG 202	Disciplinary Perspectives in Writing	3	
ENG 1GEP		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		Hours
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 and Brand Management Fundamentals in Textiles and Apparel (CP)	3
Hours		15

Spring Semester

BUS 320	Financial Management	3
Brand Management & 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		Hours
FTM 310	Entrepreneurship & New Product Development in Textiles	3

ST 311	Introduction to Statistics	3
FTM 385	Fashion and the Consumer	3
PCC 302	Technology of Textile Wet Processing	4
FTM 408	Sustainability in Fashion, Textiles and Retail	3
Hours		16
Spring Semester		
FTM 387	Textile Brand Communications & Promotions	3
ENG 332	Communication for Business and Management	3
FTM 460	Textile Market Research	3
FTM 420	Retail Buying in Fashion and Textiles	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 Management & Marketing Electives (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

Career Opportunities

You'll find BMM alumni anywhere strategic business thinking is required and industry knowledge is valued, whether that's a marketing group or in house for a retailer.

Bloomingdales, Tiffany & Co., Sephora, Amazon-Europe and Dick's Sporting Goods are just some of the household names hiring our Wolfpack to do everything from choosing what products they should sell to how they'll arrive at a warehouse and the best way to market them to potential customers.

Career Titles

- Retail Buyer Assistant/Manager/Director: Plan and execute buying activities for retail or manufacturing organizations. Help decide what clothes, accessories, footwear and other items they sell.
- Marketing Assistant/Associate/Manager: Plan, execute and evaluate marketing strategies for businesses. This can include

creative activities such as designing advertising or promotional campaigns, planning special events and/or providing input into product development.

- Marketing Research Analyst/Consultant: Provide market intelligence for clients that are usually textile/apparel brands or retailers as well as related organizations. Design, analyze and interpret marketing data to help clients achieve their marketing goals.
- Product Manager/Product Line Planner: Coordinate buying, transporting and distributing products in apparel and related companies. Focus on product planning that meets the needs of consumers based on the company's strategy. Because new products are constantly being developed for apparel markets the need for product managers continues to be strong.
- Sourcing/Supply Chain Analyst/Coordinator/Manager: Manage one or more of the functions required to transport raw materials and finished products from factories to the consumer in a timely manner.
- Digital Media Coordinator: Oversees production of all digital content used in a brand's marketing and advertising strategy.

Learn More About Careers

NCcareers.org (<https://nccareers.org/>)

Explore North Carolina's central online resource for students, parents, educators, job seekers and career counselors looking for high quality job and career information.

Occupational Outlook Handbook (<https://www.bls.gov/ooh/>)

Browse the Occupational Outlook Handbook published by the Bureau of Labor Statistics to view state and area employment and wage statistics. You can also identify and compare similar occupations based on your interests.

Career One Stop Videos (<https://www.careeronestop.org/>)

View videos that provide career details and information on wages, employment trends, skills needed, and more for any occupation. Sponsored by the U.S. Department of Labor.

Focus 2 Career Assessment (<https://careers.dasa.ncsu.edu/explore-careers/career-assessments/>) (NC State student email address required)

This career, major and education planning system is available to current NC State students to learn about how your values, interests, competencies, and personality fit into the NC State majors and your future career. An NC State email address is required to create an account. Make an appointment with your career counselor (<https://careers.dasa.ncsu.edu/about/hours-appointments/>) to discuss the results.

Focus 2 Apply Assessment (<https://www.focus2career.com/Portal/Register.cfm?SID=1929>) (Available to prospective students)

A career assessment tool designed to support prospective students in exploring and choosing the right major and career path based on your unique personality, interests, skills and values. Get started with Focus 2 Apply and see how it can guide your journey at NC State.