

NC STATE UNIVERSITY



## Textile & Apparel Management

*Where innovation connects with the customer...*

*Textile and Apparel Management students are helping bring a new level of expertise to our industry. We are Marketers, Managers and Developers of unique and innovative textile and apparel products!*

In Textile and Apparel Management (TAM), our students extend the process of discovering innovation by learning to integrate innovations within the global society. In TAM, we provide the platform for students to gain a breadth of knowledge of key business management concepts, core technologies, and in-depth knowledge of products. Our program educates TAM students to be leaders in Textile and Fashion industries. Graduates from the Textile and Apparel Management program find careers as:

- |                                 |                             |                                       |
|---------------------------------|-----------------------------|---------------------------------------|
| n Fashion Designers             | n Brand Managers            | n Supply Chain & Sourcing Experts     |
| n Fashion Product Developers    | n Marketing Researchers     | n Six Sigma Quality Project Managers  |
| n Entrepreneurs                 | n Retail Managers           | n Information Systems Managers        |
| n Fashion Technical Designers   | n Merchandisers             | n Textile Product Analysts            |
| n Trend Forecasting Specialists | n Industry Analysts         | n Quality/Process Improvement Leaders |
| n <i>and, many more....</i>     | n <i>and, many more....</i> | n <i>and, many more....</i>           |



### Why Textile & Apparel Management?

#### Top 10 Reasons:

10. Study exciting topics that impact every facet of life
9. Jump start your career as an Intern!
8. Expand your job opportunities
7. Develop leadership skills
6. Travel to fascinating International destinations
5. Establish a network of global industry and academic contacts
4. Participate in intriguing research and industry trade conferences
3. Acquire business skills to manage innovative textile products
2. Learn in the most supportive, student centered environment
1. **Become part of the Premier Textile and Apparel Management Program in the World!**

## Customize your degree: Three Programs of Study

### *\* Fashion Development and Product Management*

*As you are trying on that new style for the season, it's already been through many steps and decisions. The fashion business engages product designers, merchandisers, managers, and sourcing experts to bring you a style that is affordable, flattering, and fashionable. The **Fashion Development and Product Management** program focuses on design and development of fashion products, integrating trend analysis, coloration, silhouette selection, pattern making, fabric selection, consumer research, costing, sourcing, and quality assessment. The result is the understanding of how to be creative in developing styles that will appeal to consumers and satisfy their purchase criteria.*

### *\* Textile Brand Management and Marketing*

*What images come to mind when you hear the names: Nike, FUBU, JCPenney, Gucci? Those images were not by chance! Companies spend millions of dollars in market research, advertising, and promotional campaigns to create, cultivate, and protect their graphics, text and images that consumers learn to associate with a particular company. Branding is an important business strategy for developing textile products and establishing a position in the global marketplace. The **Textile Brand Management and Marketing** program focuses on branding of diverse textile products, including the retail and fashion industries. The program includes study in branding strategies, consumer trends, product trends, licensed products, and the global marketplace dynamics.*

### *\* Textile Supply Chain Management*

*For a textile firm to be competitive in today's global market, providing the customer a product of the desired quality and price at the right time is essential. The supply chain consists of all the operations necessary to produce and distribute a product, starting with the procurement of the raw material used in making the goods, the management of modern technologies, and ending with the delivery of the finished product. The **Textile Supply Chain Management** program focuses on efficiently satisfying demand. It includes studying approaches to solve problems in manufacturing, sourcing, transportation logistics, and retail operations.*

## Global Scholars Program

*Today's Textiles and Apparel Complex is truly global in every aspect of its business. About 20 % of the entire world trade is in textiles and apparel. There are no more "domestic" markets or industries. Managers and marketers for this industry must be able to deal in a global environment. They have to be capable of managing and coordinating resources for textile products worldwide, as well as marketing their products in overseas markets.*

*The Global Textile Scholars Program (formerly the Eli Whitney Scholars program) addresses this need for graduates with global vision, managerial and technological knowledge, and language and communication skills*

*An essential part of the Global Textile Scholars curriculum is the international experience in the region of the language concentration. This internship allows the student to apply the acquired skills in an industrial setting abroad. The theoretical concepts of international management and culture studies are thus filled with real life experiences.*

**Curious? To learn more, visit:** <http://www.tx.ncsu.edu/departments/tatm/>

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