

Textile Development and Marketing One-Year AAS Degree Program

<http://fitnyc.edu/tdm>

SCHOOL OF BUSINESS AND TECHNOLOGY

Applications accepted for fall only. NYSED: 00841 CIP: 19.0901

The major in Textile Development and Marketing prepares students to make a textile what it is—and make a designer creation look and perform exactly as it should. Students learn sustainable fabric development, color creation, and management for fashion apparel and home furnishings end uses, with an emphasis on textile applications and forensics, global sourcing, and marketing. Curriculum below is for the entering class of fall 2023.

Semester 1		Credits
MAJOR AREA	TS 111 - Fundamentals of Textiles	3
	TS 215 - The History of Textile Trade and Technology	2
	TT 247 - Color Creation and Sustainable Applications or TT 261 - Performance Textiles	3
	TT 276 - Fabrics for Interiors	2
RELATED AREA	FM 114 - Introduction to the Fashion Industry	3
	MG 108 - Apparel and Home Textile Products Manufacturing	2
	MG 153 - Excel for Business	2
	TD 212 - CAD and Design Fundamentals for Printed Textiles	1.5
Semester 2		Credits
MAJOR AREA	TT 174 - Fabric Development	3
	TT 201 - Textile Branding and Marketing	3
	TT 202 - Textile Value Chain Marketing: Concept to Consumer	3
	TT 203 - Yarn Formation: Fundamentals and Industry Applications	3
RELATED AREA	Choice - Related Area Elective*	2-3
	MG 242 - Principles of Accounting	3
TOTAL CREDIT REQUIREMENTS		
	MAJOR AREA	22
	RELATED AREA	13.5-14.5
	Total Credits:	35.5-36.5

*Related Area Elective(s):

CHOICE of AC 221, AR 115, HP 201, IC 297, LD 101, PH 118, or PH 162

Upon graduating from the Textile Development and Marketing One-Year AAS degree program, students will demonstrate:

1. Sustainability and Corporate Social Responsibility: Students will understand the meaning, relevance and responsibility to steward finance, ecology and society.
2. Product Knowledge: Students will be able to examine textile products, including analysis and application to appropriate end uses.
3. Technology: Students will develop a scientific baseline of textile technology to understand both the primary and ancillary needs of textile products.
4. Research & Critical Thinking: Students will demonstrate techniques that enable decision making through product and process knowledge.
5. Globalism: Students will develop diverse patterns of thinking to understand the complex geographical and cultural nature of the textile industry.
6. Communication: Students will demonstrate the basic methods of domestic and international communication so they can function globally.