

# Textile Development and Marketing AAS Degree Program

<http://fitnyc.edu/tdm>

## School of Business and Technology

Applications accepted for fall only. NYS ED: 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.

<b>Semester 1</b>		<b>Credits</b>		
MAJOR AREA	TS 111 - Fundamentals of Textiles	3	MAJOR AREA	22
	TS 215 - The History of Textile Trade and Technology	2	RELATED AREA	13.5-14.5
RELATED AREA	FM 114 - Introduction to the Fashion Industry	3	HEALTH AND/OR PHYS. ED	2
	TD 212 - CAD and Design Fundamentals for Printed Textiles	1.5	<b>Total Credits:</b>	<b>61.5-62.5</b>
GENERAL EDUCATION	EN 121 - English Composition G1	3		
	choice - See Requirements*	3		
<b>Semester 2</b>				
MAJOR AREA	TT 174 - Fabric Development	3		
	TT 247 - Color Creation and Sustainable Applications or TT 261 - Performance Textiles	3		
RELATED AREA	MG 108 - Apparel and Home Textile Products Manufacturing	2		
	MG 153 - Excel for Business	2		
GENERAL EDUCATION	SS 141 - Macroeconomics G4	3		
	choice - see Requirements*	3		
<b>Semester 3</b>				
MAJOR AREA	TT 201 - Textile Branding and Marketing	3		
	TT 276 - Fabrics for Interiors	2		
RELATED AREA	MG 242 - Principles of Accounting	3		
GENERAL EDUCATION	choice - see Requirements*	6		
<b>Semester 4</b>				
MAJOR AREA	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 credits)*	2-3		
GENERAL EDUCATION	SC 147 - The Forensics of Fiber Analysis G3	3		
	choice - see Requirements*	3		
<b>TOTAL CREDIT REQUIREMENTS</b>				
	GENERAL EDUCATION	24		

**\*Fall 2023 Requirements:** See below.

### **General Education: 24 credits**

See list of Gen Ed approved courses under FIT's General Education Requirements and Courses. An FIT Gen Ed course cannot be used to meet more than one General Education area.

- Three (3) credits from each required area, totaling 9 credits: G1, G2, and G3 (SC 147) Three (3) credits from G4 (SS 141)
- Nine (9) credits from three different areas in **liberal arts** courses in G5–G10
- Three (3) credit Speech course: CHOICE of EN 241, EN 242, EN 244, or EN 245

### **Related Area Elective(s):**

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

### **Upper Division Alternative(s):**

Graduates of this program are eligible to apply for admission to the Bachelor of Science programs in Cosmetics and Fragrance Marketing, Direct and Interactive Marketing, Home Products Development, Production Management: Fashion and Related Industries, and Textile Development and Marketing. By completing certain course requirements, graduates may also apply to the Bachelor of Science programs in Advertising and Marketing Communications, Fashion Business Management, International Trade and Marketing for the Fashion Industries, and Technical Design.

Upon graduating from the Textile Development and Marketing 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.