

Objectives and Outcomes: Textile Brand Mgmt and Mktg Concentration-BS

These are the program objectives:

1. Provide students with an ability to understand, analyze and apply the fundamentals of marketing and brand management to the textile and apparel context.
2. Provide students with an understanding and ability to analyze communication techniques (including visual merchandising) for brand management and marketing.
3. Provide students an opportunity to understand textile brand management and marketing strategies from a global perspective.
4. To provide students knowledge of marketing research methods as they apply to apparel and textiles.

Objective: Provide students with an ability to understand, analyze and apply the fundamentals of marketing and brand management to the textile and apparel context.

- a. Students will be able to identify and describe brand management and marketing principles and methods, particularly as they relate to the textile and apparel industries.
- b. Students will be able to examine and assess the effectiveness of brand management and marketing strategies in the textile and apparel industries.
- c. Students will be able to develop an integrated marketing plan using the principles of textile product development, sourcing, textile brand management and marketing concepts.

Objective: Provide students with an understanding and ability to analyze communication techniques (including visual merchandising) for brand management and marketing.

- a. Students will be able to describe the visual merchandising process from needs identification to execution.
- b. Students will be capable of identifying and applying design principles and art elements into an effective display.
- c. Students will demonstrate an understanding of the fundamentals of an integrated marketing campaign.
- d. Students will be able to develop and integrated brand marketing campaign.

Objective: Provide students an opportunity to understand textile brand management and marketing strategies from a global perspective.

- a. Students will be able to describe textile brand management and marketing strategies from a global perspective.
- b. Students will demonstrate understanding of global trade regulations as they relate to the textile and apparel industry and analyze competitive opportunities and threats.
- c. Students will demonstrate understanding of the importance of labor management to the textile and apparel industry from the global perspective.
- d. Students will be able to analyze global market opportunities, with emphasis on branding and implementation strategies.

Objective: To provide students knowledge of marketing research methods as they apply to apparel and textiles.

- a. Students will be able to demonstrate understanding of the role of marketing research in textile organizations.
- b. Students will be able to distinguish the research process: design, analysis and interpretation.
- c. Students will be able to conduct both primary and secondary research.
- d. Students will be able to identify tradeoffs in marketing research design methods including sampling, measurement and analytical tools.