

Textile Brand Management & Marketing

The Graduate Certificate in Textile Brand Management & Marketing (GCTDMM), offered by the *Department of Textile and Apparel, Technology and Management (TATM)*, will provide NC State graduate students the opportunity to develop recognized academic credentials in Textile Brand Management & Marketing, in addition to their major area of graduate study. Also, it will offer non-degree graduate level students the opportunity to develop recognized advanced expertise in Textile Brand Management & Marketing.

Applying for the GCTBMM Certificate

Applicants will submit a Program Application, a resume identifying educational preparation and work experiences, and official transcripts of all undergraduate and graduate course work. Prior to completing the first course after being accepted into the program, students must prepare and submit a Certificate Contract Application. The contract includes a statement of career goals, a rationale for completing the certificate program, and a timeline for certificate completion. When completed, students must sign the Contract Application and submit two copies of all materials to the Certificate Coordinator. Students can always elect to review their application with the Certificate Coordinator prior to contract preparation.

Academic Requirements

Applicants must meet one of the 3 following requirements:

- Be a graduate of an accredited four-year college or university, and have a GPA of at least 3.0 on a 4-point scale in their last 60 credit hours of undergraduate study
- Be a degree student in good standing in an NC State University graduate program
- Have a Master's degree.

Program Restrictions

Award of a Graduate Certificate in Textile Brand Management & Marketing (GCTBMM) requires a minimum overall GPA of 3.0. None of the required 15 hours may be taken for S/U or "credit only". No transfer credits from other institutions are allowed for the certificate. All students must be registered through NC State University. All GCTBMM

requirements must be completed within the first four (4) calendar years beginning with the date the students begins the course work for the certificate. All Certificate students are expected to maintain continuous enrollment every semester (excluding summer sessions) until all course work is completed. Under unusual circumstances, a one-semester leave of absence will be granted if the student is unable to enroll in a course. Written approval from the certificate coordinator must be obtained before the beginning of the semester.

Certificate Coursework

The Graduate Certificate in Textile Brand Management & Marketing requires a minimum of 15 hours, and includes the following courses:

Core Courses (6 hours)

TTM 582: Global Textile Brand Management & Marketing
TTM 585: Market Research in Textiles

Advanced Courses (minimum 9 hours)

TTM 561: Strategic Technology Management in the Textile Complex
TTM 573: Management of Textile Product Development
TTM 583: Strategic Planning for Textile Firms
TTM 588: Global Perspectives in Textiles Supply Chain Management
TTM 630: Independent Study in Textile Technology Management*

**Selected topic must be related to Textile Brand Management & Marketing*

One NC State course (400 level or higher) may be substituted for one of the advanced courses into the program upon agreement between the Certificate Coordinator and the student. The Certificate Coordinator will maintain a list of appropriate graduate level courses.

Graduate Certificate Coordinator

Dr. Marguerite Moore
TATM Department
North Carolina State University
Raleigh, NC 27695-8301
Phone: 919 515-0906
E-mail: marquerite.moore@ncsu.edu