Title: APPAREL AND TEXTILE MARKETING MANAGEMENT  
Code: 19.0905  
Career Cluster: Marketing, Sales & Service

<table>
<thead>
<tr>
<th>Certification Required</th>
<th>Certification Method</th>
<th>Occupational Competency Area</th>
<th>Occupational Competency Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family &amp; Consumer Sciences 5600</td>
<td>Instructional (degree program)</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Or</td>
<td>OR</td>
<td>OR</td>
<td>OR</td>
</tr>
<tr>
<td>Career and Technical/Instructional 2600</td>
<td>Career and Technical-Instructional (non-degree program)</td>
<td>Textile Production &amp; Fabrication 2071</td>
<td>TBD</td>
</tr>
</tbody>
</table>

**Description:** A program that focuses on marketing research and management as applied to the products and services of the apparel and textile industries. Includes instruction in applicable principles of textile and apparel design and manufacturing, sales and distributions systems, domestic and international market research, profitability, consumer research, and the design and implementation of marketing campaigns.

**Notes:** The following teaching certificates remain valid for teaching in this program:

- Dressmaking 2029
- Fabric Maintenance Services 2037
- Home Economics 5605
- Power Sewing 2070
- Sewing 2062
- Tailoring 2069

Revised March 2020