

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

Certification Required	Certification Method	Occupational Competency Area	Occupational Competency Evaluation
Family & Consumer Sciences 5600	Instructional (degree program)	N/A	N/A
Or	OR	OR	OR
Career and Technical/Instructional 2600	Career and Technical-Instructional (non- degree program)	Textile Production & Fabrication 2071	TBD

**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