



Course Description

CTE2800 | Textile, Apparel & Retail Analysis | 3.00 credits

In this course, students will learn about textile marketing of sustainable apparel and the textile value chains from product concept to the consumer. A variety of topics on global value chains, market analysis, product development, manufacturing, market and sourcing are explored. The global impact of trade and sourcing constraints are examined. Through readings, case studies and in-class industry presentations, students will explore a comprehensive array of contemporary issues, both social and regulatory, that help in understanding the complex value and supply chain. Prerequisite: CTE2388.

Course Competencies:

Competency 1: The student will understand the principles and practices of implementing a successful and sustainable textile value chain by:

1. Examining the difference between a supply chain and a value chain; mass customization, third party providers [agents, importers, brokers, logisticians, auditors]
2. Exploring and analyzing the structure of the apparel, home textiles, and performance-based textiles value chain, including performance applications
3. Examining design, development, and production approvals through sales, marketing, and distribution channels

Competency 2: The student will evaluate, articulate, and compare production and distribution systems by studying leading advancements in product development, production, marketing, and sourcing technologies by:

1. Comprehending global compliance laws and marking regulations; enhances the reduction of the environmental impact of the supply chain
2. Examining production and distribution regarding sustainability and compliance [brand, regulatory, social], examine the Lean Enterprise concept
3. Identifying the impact of resource usage in the supply chain

Competency 3: The student will recognize and analyze the marketing, contemporary market analysis and textile marketing, product development and sourcing; market trends, analysis, segmentation, promotion, and marketing communication, licensing, and management of the marketing process by:

1. Examining critical sustainability, compliance, and competitiveness; issues to understand contemporary market analysis needs and methodologies
2. Analyzing and explaining essential marketing and communications concepts for the 21st Century
3. Analyzing a marketplace

Competency 4: The student will research and analyze how sourcing in a global environment relates to competitiveness, and financial implications affect the bottom line, risk in product liability, geopolitical concerns, and financial and natural disaster implications by:

1. Analyzing key decision points in the marketing of wearing apparel; home textiles, and their inputs in the supply chain; vendor onboarding, the financial transaction and financing
2. Identifying key decision-making factors in a sourcing matrix, emerging sourcing countries- the next frontier.
3. Developing and presenting an appropriate value chain strategy for consumer textile products including 3rd party providers

Learning Outcomes:

- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate an appreciation for aesthetics and creative activities