

# CTE - CIP Detail Report

Cluster: Marketing

CIP: 19.0905 - Apparel and Textile Marketing Management.

Status: Open Start Year: 2011 End Year: Min Carnegie Units: 2.00

## Group 1

Minimum Course Selection: School: 1 ACC: 0 Regional: 0

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
19201A001	Textiles and Design I	1.00	2011	
19203A001	Textiles and Design II	1.00	2011	

## Group 2

Minimum Course Selection: School: 0 ACC: 1 Regional: 1

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
12153A001	Fashion Merchandising	3.00	2011	
19204A001	Fashion, Apparel, and Textile Services Occupations	3.00	2011	

## Group 3

Minimum Course Selection: School: 0 ACC: 0 Regional: 0

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
19204A002	Textile and Design Occupations	3.00	2011	
22153A001	Cooperative Education	3.00	2011	
22153A002	FCS Cooperative Education	3.00	2011	
22201A001	Introduction to Family and Consumer Sciences Careers	1.00	2011	

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## Cluster: Marketing

### Course Descriptions

#### **CIP: 19.0905 - Apparel and Textile Marketing Management.**

**State Course ID:** 19201A001      **Course Title:** Textiles and Design I

This course is designed to provide basic knowledge and understanding of the design, development, and production of textile products. Through hands-on and project based learning experiences students will discover fiber characteristics, fabric construction methods, elements of science and design in textiles and apparel, and basic construction skills used in interior furnishings and apparel industries. This course emphasizes awareness and investigation of careers and industry trends in textiles.

**State Course ID:** 19203A001      **Course Title:** Textiles and Design II

This project-based course focuses on the implementation and recognition of design principles in selecting, constructing, altering, and remodeling textile products. Project management skills, including efficient use of time, materials, technique, and tools are incorporated throughout the course. Topics include: engineered fabric constructions; fiber and textile trends; color theory; principles of design; fabric finishes; industry construction techniques; use of industry tools, equipment, and terminology; knowledge of resources and vendors; research and evaluation of textile products for special needs populations; impacts of technology; construction, alteration and re-design skills; and simple flat pattern design and recognition.

**State Course ID:** 12153A001      **Course Title:** Fashion Merchandising

Fashion Merchandising focuses on the application of research techniques to understand the cultural, environmental, and psychological aspects of textile products as related to the customer needs. This course develops skills to research and apply knowledge of a product for the textile and design industry through hands-on, problem based learning experiences and projects. Topics include: product knowledge and promotion; industry trends and style; industry specific terminology; marketing campaigns; current technology; and visual merchandising displays. Emphasis is placed on the development of a variety of communication techniques necessary in the promotion of products and the formation of client relationships.

**State Course ID:** 19204A001      **Course Title:** Fashion, Apparel, and Textile Services Occupations

This course prepares students for employment and higher education programs of study related to the broad spectrum of careers encompassed in fashion, apparel, and textile industries. This course provides students with opportunities to: analyze the influences of social, cultural, and environmental diversity in the fashion, apparel, and textile industry; investigate applicable regulatory and policy issues; assess product quality; develop a design portfolio; refine and develop industry skills necessary to employment in fashion, apparel, and/or textiles; model proper safety procedures; communicate with potential customers/clients using industry terminology; perform operational functions; and research current industry employment opportunities, including the investigation of entrepreneurship.

**State Course ID:** 19204A002      **Course Title:** Textile and Design Occupations

The Textile and Design Occupations course focuses on the study and application of functional and aesthetic design, human factors research, production planning, manufacturing processes, quality assessment, and distribution systems of textile products. Additional topics include: consumer and industry textile trends; industry specific terminology; advanced design applications; project development, management, and supervision; safety codes and procedures; portfolio development and presentation; client relationships; and individualized mastery of textile/design skills.

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### Course Descriptions

#### **CIP: 19.0905 - Apparel and Textile Marketing Management.**

**State Course ID:** 22153A001      **Course Title:** Cooperative Education

Cooperative Education is a capstone course designed to assist students in the development of effective skills and attitudes through practical, advanced instruction in school and on the job through cooperative education. Students are released from school for their paid cooperative education work experience and participate in 200 minutes per week of related classroom instruction. Classroom instruction focuses on providing students with job survival skills and career exploration skills related to the job and improving students' abilities to interact positively with others. For skills related to the job, refer to the skill development course sequences, the task list or related occupational skill standards of the desired occupational program. The course content includes the following broad areas of emphasis: further career education opportunities, planning for the future, job-seeking skills, personal development, human relationships, legal protection and responsibilities, economics and the job, organizations, and job termination. A qualified career and technical education coordinator is responsible for supervision. Written training agreements and individual student training plans are developed and agreed upon by the employer, student and coordinator. The coordinator, student, and employer assume compliance with federal, state, and local laws and regulations.

**State Course ID:** 22153A002      **Course Title:** FCS Cooperative Education

Family and Consumer Sciences Cooperative Education is designed for students interested in pursuing careers in occupations in the field family and consumer sciences. Classroom instruction focuses on providing students with workplace skills, post-secondary education opportunities related to the job/career pathway, developing and maintaining positive workplace relationships, planning for the future, legal protection and responsibility, professional organizations, and advancing skills related to the job. Classroom and worksite instruction is based on the duties of the FCS occupation. Students are released from school for their paid cooperative education work experience, participate in 200 minutes per week of related classroom instruction, and supervised on-the-by a qualified instructor ½ hour or more per week per student. A qualified, certified FCS instructor is responsible for supervision. Written training agreements and individual student training plans are developed and agreed upon by the employer, student and coordinator. The coordinator, student and employer assume compliance with federal, state and local laws and regulations.

**State Course ID:** 22201A001      **Course Title:** Introduction to Family and Consumer Sciences Careers

This course introduces students to the field of family and consumer sciences and the many career opportunities available in this broad field. The course includes theory and laboratory experiences in the following content areas: Nutrition and culinary arts; textiles and design; family, career, and community leadership development; resource management; human development and life-long learning; facility design, care, and management; and interpersonal relationships and life management skills.