

FCS 421: Global Textiles and Apparel Marketing

Examination of trade in fiber, textile, and apparel within the global marketplace.

3 Credits

Prerequisites

- <u>Mktg 367: Consumer Behavior</u>
- FCS 102: Introduction to Merchandising
- FCS 201: Textiles
- FCS 205: Soft Goods Merchandising

Instruction Type(s)

Lecture: Lecture for FCS 421

Subject Areas

<u>Consumer Merchandising/Retailing Management</u>

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