

# DIPLOMA | Textile Marketing and Management

By London City University

## Course Overview

This course examines the processes involved in marketing and selling procedures and methods to textile value chain. It focuses on selecting the perfect fiber, yarn, weaving, knitting, and color penetration systems and making right decision about budget and other things. Topics related to fashion industry, marketing techniques, garment retailers and textile plants, are covered in the course.

## Why should one take this certification?

This course is designed for professionals wanting to get promotion in their chosen areas.

## Course Outline

- ❖ Marketing and Sales in context of Textile Company
- ❖ Textile marketing methods
- ❖ Supply Chain management
- ❖ Marketing and Sales of Fiber, yarn, weaving, knitting, and color penetration
- ❖ Domestic Marketing & Sales Department of Textile Mills
- ❖ Export of Textile Products
- ❖ Relations with garment retailers and suppliers

<b>Course duration</b>	<b>3 Months OR as per your requirement   Flexible and dependent on your time frame and need</b>
<b>Entry Requirements</b>	<b>A Success Oriented Personality</b>
<b>Certification</b>	<b>London City University</b> , will award an approved diploma at the end of course training. You will get 100% guaranteed certificate.
<b>Mode of application</b>	Fill an application form, send copies of your national ID card or passport as well as educational documents and forward to <a href="mailto:info@cvwarehouse.ae">info@cvwarehouse.ae</a> and get 50% discount on all courses offered by <b>London City University</b>
<b>Course Assessment</b>	London City University will give you an assessment on a monthly basis. This makes a total of three assignments, all scenario case study based activities. Students are expected to solve them and turn them in online via email. Each assignment carries a 20 percent score. The final online exam carries a 40 percent score, to make a total of One Hundred Percent.