

Fashion Merchandising

What can I do with this degree?



Students in Fashion Merchandising learn how to manufacture, buy, promote, and sell fashion items, from clothing and jewelry to cosmetics and furniture. They also learn about textiles (fabrics and the fibers used to make fashion items).

Fashion Merchandising Skills

- Understanding of Fashion Trends
- Knowledge of Consumer Preferences
- Budget Management Skills
- Knowledge of Fashion Industry
- Coordinating Skills
- Negotiating Skills
- Detail Oriented
- Communication Skills
- Visual and Critical Awareness
- Customer Service Skills
- Forecasting Ability
- Marketing Skills
- Advertising and Promotion Skills

Degrees

- A.S. in Fashion Merchandising
- B.A. in Fashion and Retail Management
- B.S. in Fashion Merchandising
- B.B.A Fashion Marketing and Management
- M.A. in Fashion Merchandising
- M.A. in Fashion and Textile Design

Possible Work Settings

- Retail Stores
- Retail Chain's Corporate Offices
- Manufacturing Companies
- Design Firms
- Apparel Wholesale Firms
- Self-Employed
- Traveling to buy merchandise
- Media Organizations

Sample Job Titles

- Advertising Coordinator
- Apparel Product Engineer
- Assistant Buyer
- Boutique Owner
- Buyer
- Department Manager
- Events Organizer
- Executive Trainee
- Fashion Consultant
- Fashion Designer
- Fashion Illustrator
- Manager
- Management Trainee
- Market Researcher
- Marketing Assistant
- Merchandising Analyst
- Merchandising Researcher
- Visual Merchandiser
- Purchasing Agent

CAREER PATHS

(Some of the occupations outlined in this brochure may require additional education or training)

....in Fashion Buying

Sample Job Titles

- Buyers
- Merchandise Managers
- Purchasing Agents
- Assistant Buyer
- Sales Manager
- Importing and Exporting Agent
- Market Researcher
- Sales Forecaster
- Self-Employed Boutique Owner

Professional Organizations

- American Collegiate Retailing Association <http://www.acraretail.org/>
- National Retail Federation <http://www.nrf.com/>
- Retail Executives Association—Dallas/Fort Worth <http://www.dfwrea.org/>

....in Fashion Merchandising

Sample Job Titles

- Buyer
- Fashion Stylist
- Fashion Merchandiser
- Store Manager
- Fashion Sales Representative
- Product Development
- Merchandising Researcher
- Merchandising Manager
- Merchandising Analyst

Professional Organizations

- International Association of Clothing Designers and Executives <http://www.iacde.net/>
- International Textile and Apparel Association <http://www.itaaonline.org/>
- Professional Retail Store Maintenance Association <http://www.prsm.com/>

....in Fashion Marketing

Sample Job Titles

- Marketing Assistant
- Fashion Editor
- Designer
- Fashion Graphic
- Fashion Event Planner
- Fashion Illustrator
- Marketing Director
- Advertising Coordinator
- Sales and Marketing Manager

Professional Organizations

- Color Marketing Group <http://www.colormarketing.org>
- Fashion Group International <http://newyork.fgi.org/>
- National Association for Retail and Marketing Services <http://www.narms.com/>



Resources

Texas State University-Student Organizations

- Fashion Merchandising Association (FMA) <http://fcs.txstate.edu/people/organizations/fma.html>
- FashionNation <http://www.txstatefashionweek.webs.com> , <https://www.facebook.com/fashionation.txst>

Professional Organizations

- American Collegiate Retailing Association <http://www.acraretail.org/>
- Color Marketing Group <http://www.colormarketing.org>
- Costume Society of America <http://www.costumesocietyamerica.com/>
- Fashion Group International <http://newyork.fgi.org/>
- International Association of Clothing Designers and Executives <http://www.iacde.net/>
- International Mass Retailing Association <http://www.imra.org/>
- International Textile and Apparel Association <http://www.itaonline.org/>
- National Association for Retail and Marketing Services <http://www.narms.com/>
- National Association for General Merchandise Representatives <http://www.nagmr.com/>
- National Retail Federation <http://www.nrf.com/>
- Professional Retail Store Maintenance Association <http://www.prsm.com/>
- Retail Executives Association <http://www.dfwrea.org/>

Job/Internship Search Links

- Creative Jobs Central <http://www.creativejobscentral.com/fashion-internships/employment/Merchandising>
- Daily Fashion Jobs <http://dailyfashionjobs.com/index.php/category/fashion-merchandising/>
- Fashion Job Site <http://www.fashionjobsite.com/>
- Free Fashion Internships <http://www.freefashioninternships.com/>
- Global Experiences http://www.globalexperiences.com/internships/fashion_internships.php/
- PR Couture <http://www.prcouture.com/>
- The Fashion Tool <http://www.thefashiontool.com/>

Career Library Resources

- Careers in Focus: Fashion by Ferguson
- Career Opportunities in the Fashion Industry
Second Edition by Ferguson
- Creative Careers in Fashion by Hartsog

Information compiled from: Fontbonne University, ULinks, College Board, Ashland University, All Art Schools, Bureau of labor and Statistics, and Kent University Library

www.careerservices.txstate.edu

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