

## Is Fashion Merchandising for You?

Texas State's College of Applied Arts Academic Advising Center is a helpful resource if you are considering a fashion merchandising major or other family and consumer sciences major. Visit the center online at [www.advising.appliedarts.txstate.edu](http://www.advising.appliedarts.txstate.edu).

## Admission to Texas State

For more information on Texas State and how to apply for admission, visit [www.txstate.edu/prospective.html](http://www.txstate.edu/prospective.html) or contact the Office of Undergraduate Admissions at [admissions@txstate.edu](mailto:admissions@txstate.edu) or 512.245.2364.

## Scholarships

Scholarships and awards are presented each spring to qualified students in the Department of Family and Consumer Sciences. Recipients are selected for their accomplishments in the areas of leadership, academic performance and professional potential. The scholarships are made available through the department as a result of individual, student group and employer contributions.

Texas State offers many scholarships that are open to all majors. For more information on other Texas State scholarships, visit [www.finaid.txstate.edu](http://www.finaid.txstate.edu), or contact the Financial Aid and Scholarships office at [finaid@txstate.edu](mailto:finaid@txstate.edu) or 512.245.2315.



# Fashion Merchandising



**Fashion Merchandising Program**  
Department of Family and Consumer Sciences  
601 University Drive  
San Marcos, TX 78666  
Phone: 512.245.2155  
Fax: 512.245.3829  
[www.fcs.txstate.edu/fm](http://www.fcs.txstate.edu/fm)

**College of Applied Arts**  
[www.appliedarts.txstate.edu](http://www.appliedarts.txstate.edu)

[www.txstate.edu](http://www.txstate.edu)



*The rising STAR of Texas*

A member of The Texas State University System

## Fashion Merchandising

If a fast-paced, ever-changing work environment that blends creativity with business appeals to you, consider a career in fashion merchandising. Fashion merchandising is the study of the selection, management and selling of fashion products.

Fashion merchandising students study the entire fashion industry — textiles, manufacturing, wholesaling and retailing. They learn how to satisfy customers' needs in a variety of markets: men's, women's and children's apparel and accessories; cosmetics and fragrances; home fashion and gifts.

Texas State University-San Marcos is an equal opportunity educational institution. This information is available in alternate format upon request from the Office of Disability Services.



## Degree Program

If you enter the fashion merchandising program at Texas State, you will begin as a pre-fashion merchandising major. You will be eligible to apply for admission to the fashion merchandising major once you have completed the following courses: Fundamentals of Human Communication; Introduction to Fashion Merchandising; and College Algebra or Mathematics for Business and Economics I. You must make a C or higher in each of these courses and earn a Texas State GPA of 2.25 or higher.

Once accepted, you will take a minimum of 120 hours of course work to earn a bachelor of science in family and consumer science and a required minor in business administration.

A business administration minor is required so you enter the work world equipped with knowledge in key business areas, including economics, accounting, management, marketing, finance and/or computer information systems. Additional appropriate options for minors include mass communication and advertising.



## Internship

You will also be required to complete an internship, which will provide you with valuable experience and could lead you to job prospects. Finding an internship is made easier by the fact that a variety of fashion-related companies come to Texas State in search of qualified entry-level management/merchandising candidates. You will also have the advantage of campus internships and job fairs, interviewing sessions and general career planning information offered by Texas State's Career Services office.

## Required Courses

As a fashion merchandising major, you will study fashion industry terminology and market structures; product sales analysis methods; merchandising, marketing and management techniques unique to the fashion industry; fabrics and construction of soft goods; history of fashion; and theories related to fashion consumption. Fashion merchandising course work at Texas State emphasizes the relationship of the fashion industry to both domestic and global economics and culture. Specialized courses you will take include:

- Introduction to Fashion Merchandising
- Textiles
- Textile Product Analysis
- Culture and Consumer Behavior
- Fashion Promotional Strategies I and II
- Fashion History
- Fashion Merchandising Administration
- Fashion Buying Principles I and II
- Enterprise Development
- Fashion Economics
- Fashion Merchandising

## Opportunities for Extracurricular Learning

The fashion merchandising program offers several educational tours and trips. At Fashion Career Day, usually held in Dallas, you will have the opportunity to attend seminars presented by fashion industry professionals.

The Market Center Fashion Study course is a tour that will take you to the heart of the fashion world in London, Paris, Milan, Florence, New York, Dallas, Las Vegas or other fashion-oriented cities. The tour includes visits to manufacturers, wholesalers and retail giants that will teach you the ins and outs of fashion merchandising.

## Student Organizations

In addition to the campus sororities, fraternities, student organizations and honor societies open to Texas State students, as a fashion merchandising major, you can become active in organizations specifically related to your field.

The Fashion Merchandising Association holds monthly meetings that feature guest speakers from the fashion world. Other chapter activities include field trips, service projects and fundraising activities, as well as an annual fashion show.

Phi Upsilon Omicron is a national honor society for students in family and consumer sciences. Phi U holds monthly meetings and hosts a variety of programs, business meetings, fundraising activities and professional projects.

## Career Opportunities

A variety of career opportunities await the qualified fashion merchandising graduate. Some of the many positions available include:

- department manager
- fashion consultant
- fashion director
- manufacturer's representative
- merchandise manager
- product developer
- promotions director
- quality assurance analyst
- retail buyer
- retail promotional specialist
- sales representative
- special events coordinator
- store manager
- store owner
- visual merchandising specialist

## Industry Support

A variety of companies lend support to the fashion merchandising program at Texas State by providing guest speakers, internships and input for curriculum.

- Academy Sports + Outdoors
- Cotton Incorporated
- Dillard's
- JCPenney
- Nike
- Sak's
- Target
- Texas Retail Federation
- Wal-Mart
- Zale Corporation

