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.
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 1. 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.

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

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