

What can I do with a major in “Fashion Merchandising”?

The University of Georgia Career Center

Clark Howell Hall, 706-542-3375, www.career.uga.edu

Department of Textiles, Merchandising and Interiors, <http://www.fcs.uga.edu/tmi/>



This information describes typical occupations and employment settings associated with this major. Understand some of these options may require additional training. Moreover, you are not limited to these options when choosing a possible career path.

Description of Fashion Merchandising

The Fashion Merchandising major, and minor, offered through the Department of Textiles, Merchandising and Interiors in the College of Family and Consumer Sciences, is designed to provide students with a basic understanding of merchandising related to the apparel and textile industries. The program emphasizes the skills and competencies needed for careers that include retailing, management, fashion promotion, product development, and manufacturing. Students take coursework in a variety of areas, including 9 to 12 hours in the Terry College of Business. Courses include: Retail Planning and Buying; Global Retailing; Apparel Quality Analysis; Product Development of Textiles and Apparel; Visual Merchandising; History of Dress and Fashion. There are opportunities for study abroad and internship experience within the academic department.

The Global Soft Goods Merchandising and Manufacturing area of emphasis within the fashion merchandising major is specifically oriented toward two major trends in retailing and merchandising: the first is the increased blurring of the distinction between the apparel manufacturer and the retailer, and the second is the international nature of apparel and retailing. In this area of emphasis, the student focuses on these two trends and gains the knowledge and overall global awareness needed to be successful in this exciting industry. Students have the opportunity to develop and source apparel products.

Research Careers

Georgia Career Information Center <http://www.gcic.peachnet.edu> (userid: ugacpp & password: gcis889)

O*NET <http://online.onetcenter.org> (click on Find Occupations)

Occupational Outlook Handbook <http://www.bls.gov/oco> (type in general term for career of interest)

Alberta Occupational Profiles <http://www.alis.gov.ab.ca/occinfo/frameset.asp> (click on Occupational Title Search)

**Please visit the Career Center Library or your Career Consultant if you need additional information or assistance.*

Possible Job Titles of Fashion Merchandising Graduates

| | | |
|----------------------------|---------------------------------------|-------------------------------|
| Accessory Coordinator | Display Coordinator | Merchandise Associate |
| Account Executive | Entrepreneur | Product Development Assistant |
| Advertising Manager | Fashion Photographer | Production Manager |
| Area Sales Manager | Fashion Trade Show & Events Organizer | Public Relations Director |
| Assistant Buyer | Floor Supervisor | Regional Sales Director |
| Assistant Fashion Editor | Human resource director | Sales Associate |
| Assistant Project Designer | Management Trainee | Sales Representative |
| Assistant Store Manager | Manager | Sample Coordinator |
| Boutique Owner | Manufacturing Representative | Small Business Owner |
| Business Manager | Market Researcher | Textile Designer |
| Buyer | Marketing Coordinator | Visual Merchandiser |
| Designer | | |

Possible Employers of Fashion Merchandising Graduates

| | | |
|------------------------|-----------------------|---------------------|
| Apparel Manufacturers | Department Stores | Specialty Stores |
| Boutiques | Fashion Design Houses | Wholesale showrooms |
| Corporate Headquarters | Fashion Magazines | |

Career Center Library Resources

Career Opportunities in the Fashion Industry

Fashion Careers: The Complete Job Search Workbook

Opportunities in Purchasing Careers

Real People Working in Business

Vault Career Guide to the Fashion Industry

WetFeet Insider Guide to Industries and Careers for Undergrads

Campus Resources

Student Merchandising Association - http://www.fcs.uga.edu/ss/tmi_sma.html

Little Red Book - <http://blog.littleredbk.com/>

Fashion Design Student Association - http://www.fcs.uga.edu/ss/tmi_fdsa.html

College of Family & Consumer Sciences Student Services - <http://www.fcs.uga.edu/ss/index.html>

Employment Websites

All Retail Jobs.com - <http://www.allretailjobs.com/>

American Marketing Association - <http://www.marketingpower.com/>

Women's Wear Daily Careers - <http://www.wwd.com/wwdcareers>

StyleCareers - <http://www.stylecareers.com>

24 Seven - <http://24seventalent.com/>

FashionJobsCentral - <http://www.creativejobscentral.com/fashion-jobs/>

FreeFashionInternships - <http://freefashioninternships.com>

Fashion Internships in the US - <http://fashintern.onsugar.com/>

InternJobs - <http://internjobs.com/>

Ed2010 - ed2010.com

Additional Resources

American Marketing Association - www.ama.org

National Retail Federation - www.nrf.com

Women's Wear Daily - www.wwd.com

Fashion Net - www.fashion.net

Style - www.style.com

Fashionmission - www.fashionmission.nl

LinkedIn - <https://www.linkedin.com>