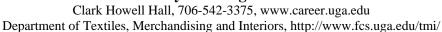
# What can I do with a major in "Fashion Merchandising"?

## The University of Georgia Career Center





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 Public Relations Director Assistant Buyer Organizer Regional Sales Director **Assistant Fashion Editor** Floor Supervisor Sales Associate Assistant Project Designer Human resource director Sales Representative Assistant Store Manager Management Trainee Sample Coordinator **Boutique Owner** Manager Small Business Owner **Business Manager** Manufacturing Representative Textile Designer Buyer Market Researcher Visual Merchandiser Designer Marketing Coordinator

## 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