



# 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](http://www.career.uga.edu)  
Department of Textiles, Merchandising and Interiors, [www.fcs.uga.edu/tmi/index.html](http://www.fcs.uga.edu/tmi/index.html)

*The information below describes typical occupations and employers associated with this major.  
Understand that some of the options listed below may require additional training.  
Moreover, you are not limited to these options alone when choosing a possible career path.*

## **Description of Fashion Merchandising**

The Fashion Merchandising major provides students with a basic understanding of merchandising in the apparel and textile industry. Students take coursework in a variety of areas, including 9 to 12 hours in the Terry College of Business. Courses within the major include Fashion Image Development and Promotion, Retail Planning and Buying, as well as Clothing and Human Behavior. There are opportunities for study abroad and internship experience within the academic department. This program emphasizes skills necessary for careers in such fields as retail, fashion promotion, and management.

## **Job Titles of Fashion Merchandising Graduates**

Accessory Coordinator	Boutique Owner	Manufacturing Representative
Account Executive	Designer	Market Researcher
Advertising Manager	Display Coordinator	Marketing Coordinator
Area Sales Manager	District Coordinator of Wholesale	Merchandise Associate
Assistant Buyer	Fashion Photographer	Public Relations Director
Assistant Store Manager	Fashion Trade Show & Events Organizer	Sales Associate
Assistant Project Designer	Floor Supervisor	Sales Representative
Business Manager	Management Trainee	Small Business Owner
Buyer	Manager	Visual Merchandiser

## **To research careers of interest, you may want to visit these web sites:**

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.*

## **Employment Settings of Fashion Merchandising Graduates**

Apparel and Gift Marts	Corporate Headquarters	Fashion Magazines
Apparel Manufacturers	Department Stores	Specialty Stores
Boutiques	Fashion Design Houses	

## **Top UGA Career Center Resources for Fashion Merchandising Majors**

*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 Associated with Fashion Merchandising**

### **Student Merchandising Association**

<http://www.fcs.uga.edu/tmi/sma/index.html>

### **Strategies**

- Develop strong interpersonal and organizational skills.
- Obtain retail experience through summer jobs, part-time jobs, or internships.
- Join the Student Merchandising Association.
- Supplement curriculum with courses in advertising, marketing and communications.
- Be prepared to start at the bottom as a trainee and work your way up.
- Take advantage of the Study Abroad opportunities available to Fashion Merchandising students.

### **Employment Websites**

#### **All Retail Jobs.com**

<http://www.allretailjobs.com/>

#### **American Marketing Association**

<http://www.marketingpower.com/>

#### **FashionCareers.com**

<http://www.fashioncareers.com/>

### **Additional Resources for Fashion Merchandising Majors**

#### **American Marketing Association**

[www.ama.org](http://www.ama.org)

#### **Int'l Association of Clothing Designers and Executives**

[www.iacde.com](http://www.iacde.com)

#### **National Retail Federation**

[www.nrf.com](http://www.nrf.com)

#### **Women's Wear Daily**

[www.wwd.com](http://www.wwd.com)