

# 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, <http://www.fcs.uga.edu/tmi/>



*This information describes typical occupations and employment settings associated with this major. Understand that 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; Fashion Forecasting, Entrepreneurship, Visual Merchandising; History of Dress and Fashion. There are opportunities for study abroad and internship experience within the academic department.

The Product Development and Design 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.

## Researching Job Titles and Careers

**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)

**Georgia Career Information Center** <http://www.gcic.peachnet.edu> (accessible only on campus computers)

**Career Insider: Vault Guides** [http://career.uga.edu/resources/online\\_resources](http://career.uga.edu/resources/online_resources) (Under the "Resources" tab and select "Online Resources")

**Candid Career** [http://career.uga.edu/resources/online\\_resources](http://career.uga.edu/resources/online_resources) (View professionals speaking about their careers under the "Resources" tab and select "Online Resources")

## Possible Job Titles

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

## Possible Employers

Abercrombie & Fitch	Carter's, Inc.	Dillards
American Eagle Outfitters	Cheeky Peach	Direct Development
Amina Rubinacci	Concepts Sport	DSW
Anthropologie	Condé Nast	Elizabeth McKay
Apparel Manufacturers	Corporate Headquarters	Fab'rik
Atlanta Spirit LLC	David's Bridal	Fashion Design Houses
Belk	Department Stores	Fashion Magazines
Boutiques	DETAILS Magazine	Hollister Co.

Intimacy  
J.Crew  
JCPenney  
J. Michaels Clothiers  
Kate Spade  
K&G Fashion Superstore  
Macy's  
Michael Kors

Nordstrom  
Oxford Industries  
Polo Ralph Lauren  
Rebecca Minkoff  
Robert Graham Designs  
Saks Fifth Avenue  
Sea Island Co.  
Skip Hop

Spanx  
Specialty Stores  
Target  
The Limited  
Tibi  
Victoria's Secret Direct  
Wholesale showrooms

To learn what types of positions and companies UGA students are working with, see the UGA Career Center Post Graduation Survey at [www.career.uga.edu/gradsurveyresults/](http://www.career.uga.edu/gradsurveyresults/) and search for alumni on Linked In at [www.linkedin.com](http://www.linkedin.com).

## Campus Resources

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**Student Merchandising Association** - [http://www.fcs.uga.edu/ss/tmi\\_sma.html](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](http://www.fcs.uga.edu/ss/tmi_fdsa.html)

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

To find additional clubs and organizations, go to the **Center for Student Organizations** at - <http://stuorgs.uga.edu/find/index.html>

Connect with your **Career Consultant** <http://career.uga.edu/contact#careerconsultants>

## Employment Websites

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### GENERAL:

**CareerSearch** [http://career.uga.edu/resources/online\\_resources](http://career.uga.edu/resources/online_resources) (Research employers by location and/or industry)

**DAWGlink** [www.career.uga.edu/](http://www.career.uga.edu/) (login with your UGA MyID and password)

**GoinGlobal** (To access GoinGlobal, login to your DAWGlink account)

**Idealist** [www.idealist.org/](http://www.idealist.org/) (nonprofit jobs)

**USAJobs** [www.usajobs.gov/](http://www.usajobs.gov/) (federal jobs)

### MAJOR/CAREER SPECIFIC:

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

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

**Apparel Executives** - <http://jobs.sourcingjournalonline.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](http://ed2010.com)

## Professional Information Resources

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**American Marketing Association** - [www.ama.org](http://www.ama.org)

**National Retail Federation** - [www.nrf.com](http://www.nrf.com)

**Women's Wear Daily** - [www.wwd.com](http://www.wwd.com)

**Fashion Net** - [www.fashion.net](http://www.fashion.net)

**Style** - [www.style.com](http://www.style.com)

**Fashionmission** - [www.fashionmission.nl](http://www.fashionmission.nl)

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

Tip: Join LinkedIn groups that are related to your career interest. Need help finding groups? Check out the Groups You May Like link under the Interests/Groups tab. Review the groups that professionals in your field of interest have joined and consider joining them as well.

## Additional Career Consultant Recommendations:

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Get involved and build your resume early. Join student organizations that fit your interests and career goals. Also, consider informational interviews of professionals within your field. Visit the career center website or career guide for more information about informational interviewing including questions to ask and a cold calling script. Additionally, consider internships and volunteer opportunities to demonstrate work ethic and experience through-out your resume.

Take advantage of the various study abroad programs to gain global experience. Earn credit in your major and complete an internship in London; learn and engage in retail entrepreneurship through the interdisciplinary Ghana Study Abroad program; study and visit industry sites in Hong Kong and China. The department also offers a study tour to New York City. Visit [www.fcs.uga.edu/ss/study\\_abroad.html](http://www.fcs.uga.edu/ss/study_abroad.html) for more information.