

FASHION CAREER PATHS – Larry L. Luing School of Business

Fashion Buyer – Fashion buyers buy clothes and accessories from manufacturers and wholesalers to resell to retail consumers at a profit. They can work for a department store, a retail chain, an independently owned store, or a wholesale distributor. The buyer’s ultimate job is to predict what consumers will want and make sure it’s available in sufficient quantities and at prices that will encourage buying.*

Fashion Communications, Social Media, and Public Relations – Fashion Public Relations Specialists have one of the most diverse job descriptions in the fashion industry. Companies hire them to develop and maintain a positive image among the media, consumers, investors, employees, and even competitors. They do that through a wide variety of communication-oriented activities.

Fashion Merchandising and Retail Management – Visual merchandisers combine creativity, artistic abilities, and technical skills to conceptualize, design, and execute window and in-store displays. They’re also often involved with the layout of a store or department, so that customers will be more likely to notice and buy the merchandise on display. Visual merchandisers often collaborate with other fashion professionals, including buyers, managers, and salespeople. They create an image for the store or the manufacturer and then maintain that image in the minds of consumers.

Fashion Product Development – Fashion product development managers identify new fabrics for their companies to produce. They’re responsible for the conceptualization, design, manufacture, sales, and distribution of new creations. Product managers must be on top of industry trends and forecasts. They spend time traveling to fashion and textile shows to see new products and determine which fabrics are likely to be in the future.

Fashion Visual Merchandising and Store Planning – Visual merchandisers and store planners can work for individual stores or chains, or for agencies that provide services to a number of different clients in the retail sector. The responsibilities of a visual merchandiser or store planner vary based on the size of their team and the types of store for which they work. Their roles usually require a mixture of artistic, strategic, and practical skills to help drive product sales. Typical work might include doing research into lifestyle trends and regional habits, producing sketches of shop floor plans, and creating displays. Visual merchandisers and store planners also work with buying, and distribution departments.

Major Electives

FAS2224 Fashion Product Knowledge
 FAS2250 Product Lifecycle Management
 and Sustainability
 FAS3321 Art’s Influence on Fashion
 FAS3327 The Great Fashion Designers

FAS3361 Fashion Public Relations and Events

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 FAS2250 Product Lifecycle Management
 and Sustainability
 FAS3321 Art’s Influence on Fashion
 FAS3327 The Great Fashion Designers
 FAS4416 Fashion E-Commerce and Interactive Media

FAS2250 Product Lifecycle Management
 and Sustainability

FAS2240 Visual Merchandising
 FAS3361 Fashion Public Relations and Events

Free or Liberal Arts Electives

MKT2241 Consumer Behavior
 SOC3310 Intercultural Communication

MKT2223 Digital and Social Media Strategy
 MKT2247 Advertising Management
 MKT3351 Public Relations

GRD1100 Graphic Design Principles I

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*Source: Ferguson Career Guidance Center: <https://login.ezproxy.library.berkeley.org/login?url=http://fcg.infobase.com/recordurl.asp?aid=17592&id=314466>

Under certain circumstances the need to take developmental College Skills courses may lengthen the time required to complete the student’s program, and may result in increased costs to a student.

Not all programs and courses are offered at all campuses. You may be required to take some courses at another campus or online.

For more information about Berkeley College graduation rates, the median debt of students who completed programs, and other important disclosures, please visit BerkeleyCollege.edu/gainful-employment/aas_fashion_marketing_management_nj_statistics.htm and BerkeleyCollege.edu/gainful-employment/aas_fashion_marketing_management_ny_statistics.htm.