

Career Path: 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.

Retail managers are responsible for the profitable operation of retail trade establishments. They oversee the selling of merchandise. Their duties include hiring, training, and supervising other employees, maintaining the physical facilities, managing inventory, monitoring expenditures and receipts, and maintaining good public relations.



Recommended Courses:

For students interested in a career in fashion merchandising and retail management, the following elective courses are recommended. These courses enhance a student's knowledge of the fashion merchandising and retail management operations and e-commerce.

FAS2224 Fashion Product Knowledge

Provides an overview of key business categories within fashion, including women's, men's, and children's ready-to-wear, accessories, shoes, innerwear, and outerwear. This course focuses on consumer behavior, needs, technology, marketing, and sales. Students are also introduced to the basics of home furnishings, beauty, and cosmetics.

FAS2250 Product Lifecycle Management and Sustainability

Provides an introduction to supply chain management and sourcing in a global fashion environment. This course focuses on sustainable business models and practices. Students learn about various cloud-based technologies and utilize software programs.

Prerequisites: CIS1115, FAS2245

FAS3321 Art's Influence on Fashion

Provides an overview of the major art movements and their relationship and influence on fashion. This course explores art's historic and present-day influence on fashion. Students learn how art can inspire and communicate fashion in a variety of ways by studying different art forms, including painting, music, sculpture, film, and performance art.

Prerequisite: FAS1101

FAS3327 The Great Fashion Designers

Examines the aesthetics of major fashion designers from the 19th to the 21st centuries through lecture and study of museum clothing collections. Students will gain knowledge of historic fashion influences with application to contemporary and future fashion apparel.

Prerequisite: FAS1101

FAS4416 Fashion E-Commerce and Interactive Media

Working within the framework of omni-channel retailing, this course focuses on the development and management of an online retail operation. This course covers design, back-end services, operations, distribution, customer service, and global scalability. Students learn to build effective interactive media marketing strategies, including social media and search engine optimization. Prerequisite: FAS3335

Career Paths are not minors or concentrations and will not be noted on a student's transcript or diploma. Career Paths are suggested electives to fill elective credits.