

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.

FAS2210 Fashion Forecasting

Provides an overview and analysis of current color, fiber, and fashion trends, as well as their impact upon sales forecasting. Students will research, analyze, and develop fashion forecasts related to specific seasons in the apparel industry. Prerequisite: FAS1101

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.

FAS4000 Sustainability in Fashion

This course introduces students to the concept of sustainability and its relationship with fashion. Students will examine the environmental impact of the textiles industry, issues concerning workers' rights and the economics of a sustainable global fashion industry. In addition, the implications of "fast fashion" will be reviewed as students analyze how sustainability issues are being communicated to the public and how consumer attitudes can impact a fashion brand. The course will include class discussions, research assignments, and industry field trips. Prerequisites: FAS1101, FAS2230

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.