

Fashion Merchandising | Bachelors

	FIRST YEAR	MIDDLE YEARS	LAST YEARS
ADVANCE your academic journey	Meet with a First Year Advisor to develop your academic planning. Visit TXST One Stop for scholarship opportunities. Apply to the COUTURE learning community to enhance your academic performance and gain hands-on experience in fashion research. Take advantage of the Student Learning Assistance Center (Tutoring). Explore majors with a MyMajors assessment.	Meet with the Applied Arts Advising Center for questions about the major and to identify prerequisites for senior level courses related to your career goals. Explore external scholarship opportunities such as the Fulbright Scholarship to take your expertise to unique locations abroad. Seek scholarship opportunities offered by the College of Applied Arts. Share your knowledge as a Peer Mentor or Tutor at SLAC. Meet with a faculty mentor to select an undergraduate research opportunity.	Check your Degree Audit and meet with your academic advisor. Complete a capstone project related to major. Create and update a digital portfolio of academic work and experiences using an Adobe Portfolio Website linked with Behance. Meet with a faculty mentor or peer advisor. Explore next steps including potential Graduate Programs.
EXPAND your personal and social development	Attend the Education Abroad and Study in America information sessions held by FM faculty to plan a future opportunity to experience the fashion industry and have a culture interchange. Build social networks by joining the Fashion Merchandising Association (FMA). Participate in Sustainable Fashion Week workshop or speaker session. Find additional events and organizations through the Bobcat Organization HUB.	Meet with an advisor in Education Abroad or Study in America to explore financial aid options for FM Study Tours. Consider study abroad options including faculty-led, exchange, virtual, and short-term affiliated programs which are available through Education Abroad. Discover Global Online Learning Experiences for courses with culturally dynamic perspectives. Participate in The Big Event to give back to the regional community. Expand your leadership skills through Student Involvement's Leadership & Service programming and workshops.	Seek out a leadership role in an FM student organization or with the Leadership & Service. Select a Service activity through Student Involvement to give back to the area community. Attend a Student Government Senate meeting to contribute to your fellow students and your own student experience.
ENRICH your practical competence	Volunteer for an FMA Fashion Show or LEWK fashion shoot. Visit BOSS for scholarship opportunities. Explore the TXST One Stop for more information about the scholarships provided to new and continuing students. Attend an IDEA Center workshop to learn more about undergraduate research.	Familiarize yourself with the fashion merchandising internship policy and requirements before taking the course. Apply to the COUTURE learning community to enhance your academic performance and gain hands-on experience in fashion research, including data scraping, VR store creation, and consumer analysis. Review micro internship opportunities for professional development in which you learn and earn. Participate in a Leadership activity or hold a leadership role in a student organization through Student Involvement.	Explore industry websites like NRF, AATCC, and Cotton Inc. for valuable resources, grants, contests, and professional development opportunities in fashion and merchandising. Attend the Annual International Textile and Apparel Association (ITAA) Conference with Texas State faculty and students to present your designs and research while networking with industry professionals.
ELEVATE your career and professional development	Attend the FM Career Forum to learn about career pathways. Create your LinkedIn profile and connect with colleagues and leaders. Create your Handshake profile. Complete your Career Assessments, such as Focus2. Develop and review your resume with Career Services	Attend the FM Career Forum to meet industry partners offering internships for FM majors. Develop and review your resume with Career Services. Join Employer Information Sessions held by FM or at Career Services. Build Career & Graduate School Fairs into your schedule to ensure your connection maximum opportunities. Prepare to ace your job interviews with Career Services.	Attend the FM Career Forum to meet industry partners with career opportunities. Develop a full-time employment or graduate school plan with Career Services. Attend Employer Information Sessions at Career Services or your department. Complete your First Destination Survey to share your post-graduation plans. Identify faculty and professional references.

OUTCOMES

Marketable Skills

Think critically

Analyze and solve problems

Communicate clearly and effectively

Apply quantitative and qualitative data analysis within the textile and apparel complex, including but not limited to year over year percent sales change, inventory turnover, and gross margin.

Demonstrate technology skills with industry software including but not limited to Adobe Photoshop and Illustrator to create trend imaging, technical drawings, and colorway images for product development and visual merchandising

See [more marketable skills for this major](#)

Experiences in Fashion Merchandising

Fashion merchandising majors explore all areas of fashion, from manufacturing to retailing. Students take courses in textiles, fashion promotion, product development, store management and buying. Every student completes an internship and is required to complete a business administration minor to prepare further for success in the industry. The program offers a finely tuned curriculum that produces graduates with high-level critical thinking, communication and analytical skills. Rigorous course work prepares students for team-oriented leadership using cutting-edge industry technology. Strong corporate relationships bring students access to industry thought leaders in both classroom settings and corporate-sponsored events. Students gain valuable hands-on experience through technology-based assignments, industry visits, and internships.

Career Opportunities

Fashion buyer

Planning and allocation

Analyst

Store executive

Fashion event coordinator

Visual merchandiser

Showroom manager

Fashion editor

Fashion stylist

Brand manager

Fashion social media

Manager

Import/Export manager

Product developer

Salesperson

Vendor representative