What Can I Do With a Major In…

Major: Digital Retailing
https://cmht.unt.edu/home

What is Digital Retailing?
http://www.unt.edu/majors/udrtl.htm

Want to be part of the fastest-growing sector in the retail industry? Are you fascinated by retailing, merchandising and technology? Companies are placing more emphasis on digital retailing as they respond to today’s connected consumers. Consumers expect seamless experiences across all touchpoints and devices whether in-store, at home, at work or on the road. Professionals are needed who understand the unique merchandising characteristics of the digital and brick-and-mortar formats and how to leverage omni-channel experiences.

Your Future in Digital Retailing
https://mdr.unt.edu/content/digital-retailing

Graduates of the program pursue careers such as:

- E-commerce manager
- E-commerce merchandiser
- Web analytics specialist
- Web merchandiser
- Forecasting and planning specialist
- Usability and A/B testing specialist
- Search engine optimization/search engine marketing manager
- Project manager
- Social media manager

Digital Retailing students take courses in design architecture, social media, digital retailing analytics, consumer behavior, buying, sourcing, and logistics.
Related Career Titles (with OnetOnline links)
Entry-Level (Bachelor's Degree):
Business Development Manager
Category Optimization Manager
Copy Writer
Customer Care/Shopping Cart Specialist
Digital Analytics Specialist
Digital Content Specialist
Digital Marketing Manager
Digital Production Coordinator
Display/Affiliate/Datafeed Marketing Specialist
E-Commerce Analyst
E-Commerce Manager
E-Commerce Merchandiser
E-Commerce Strategist
Email Marketing Specialist
Forecasting and Planning Specialist
Merchandise Execution Specialist
Mobile Commerce Specialist
Online Editorial Specialist
Online Merchant
Pricing Specialist
Product Manager
Project Manager
Search Engine Optimization
Search Engine Marketing Manager
Site Operations Manager
Site Search Manager
Social Media Manager
Usability and A/B Testing Specialist
User Center Designed Web Application Developer
Web Analytics Specialist
Web Merchandiser

Jobs Requiring Additional Education or Experience:
Advertising
Banking
E-commerce
Fashion Designer
Finance
Insurance Agent
Interior Designer
Market Research Analyst
Marketing Assistant
Real Estate Agent
Regional Manager
Store Manager
Store Owner

Also see What Can I Do With a Major In Merchandising and What Can I Do With a Major In Home Furnishings Merchandising for more career possibilities

Related Work Sites
Advertising Agencies
Apparel Wholesale Firms
Building Materials Stores
Call Centers
Clothing Stores
Consumer Product Companies
Department Stores
Design Firms
Discount Stores
Electronics Stores
Financial Companies
Furniture Stores
Grocery Stores
Home Furnishings Stores
Home Shopping Networks
Independent Retailers
Insurance Companies
Internet Marketing Companies
Manufacturing Companies
Mass Merchants
Media Organizations
Networking Abilities

Non-profit Organizations
Online Retailers
Print and Electronic Media Outlets
Privately Owned Establishments
Retail Corporate Offices
Retail Stores
Sporting Goods Stores
Telemarketing

**Skills to Develop to Include on a Resume**

- Active listening
- Advertising and Promotions experience
- Analytical thinking
- Attention to detail
- Budget and fiscal management
- Compare products, prices, and markets
- Competitive drive
- Creative problem solving
- Customer Service foundation
- Decisiveness
- Demonstrate enthusiasm
- Forecasting Skills
- Independence
- Initiative
- Interpersonal skills
- Knowledge of consumer preferences
- Knowledge of languages, customs, cultures
- Leadership
- Marketing skills
- Negotiating skills
- Networking Abilities
- Organizational skills
- Patience and perseverance
- Persuasiveness
- Planning projects
- Presenting information
- Public speaking
- Quick decision making
- Sales/Retail Experience
- Stress management
- Strong computer knowledge
- Supervisory Skills
- Teamwork
- Willingness to travel/relocate
- Willing to work weekends, holidays, evenings, and long or unusual hours
- Work well under pressure
- Work well with different types of people
- Written and oral communication skills

**Exploring Careers in Digital Retailing**

Internet Retailer: [http://www.internetretailer.com/hot100/list/mass-merchants/](http://www.internetretailer.com/hot100/list/mass-merchants/)
National Retail Federation: [https://nrf.com/who-we-are/retail-communities/digital-retail-shoporg](https://nrf.com/who-we-are/retail-communities/digital-retail-shoporg)
Retail Wire: [http://www.retailwire.com/](http://www.retailwire.com/)

StudentAffairs.unt.edu/Career-Center | CareerCenter@unt.edu | 940.565.2105
Study.com: [http://study.com/articles/Career_Information_for_a_Degree_in_Merchandising_Marketing_Sales_and_Distribution.html](http://study.com/articles/Career_Information_for_a_Degree_in_Merchandising_Marketing_Sales_and_Distribution.html)

This is Retail: [https://nrf.com/who-we-are/this-is-retail](https://nrf.com/who-we-are/this-is-retail)

**Professional Associations**
- American Apparel and Footwear Association: [https://www.wewear.org/](https://www.wewear.org/)
- Dallas/Fort Worth Retail Executives Association: [http://www.dfwrea.org/](http://www.dfwrea.org/)
- National Retail Federation: [https://nrf.com/](https://nrf.com/)
- Retail Industry Leaders Association: [http://www.rila.org/Pages/default.aspx](http://www.rila.org/Pages/default.aspx)

**Student Organizations**
- CMHT Ambassadors: [http://cmht.unt.edu/ambassadors](http://cmht.unt.edu/ambassadors)
- CMHT International: [http://cmht.unt.edu/international-org](http://cmht.unt.edu/international-org)
- CMHT Living and Learning Community: [http://cmht.unt.edu/living-and-learning-community](http://cmht.unt.edu/living-and-learning-community)
- NRF Student Association: [https://mdr.unt.edu/content/student-organizations](https://mdr.unt.edu/content/student-organizations)
- UNT Student Organizations: [http://studentaffairs.unt.edu/studentorganizations](http://studentaffairs.unt.edu/studentorganizations)

**Job Search Links**
- Eagle Careers: [studentaffairs.unt.edu/eagle-careers](http://studentaffairs.unt.edu/eagle-careers)
- Fashion Jobs: [http://us.fashionjobs.com/world/#r](http://us.fashionjobs.com/world/#r)
- Fashion Net: [http://www.fashion.net/jobs/](http://www.fashion.net/jobs/)
- Merchandising Jobs: [http://merchandising.jobs.net/](http://merchandising.jobs.net/)
- Retail Merchandising Services: [https://www.rmservicing.com/become-a-retail-merchandiser.aspx](https://www.rmservicing.com/become-a-retail-merchandiser.aspx)
- UNT Merchandising: [http://mdr.unt.edu/content/job-postings](http://mdr.unt.edu/content/job-postings)
- Work in Retail: [http://www.workinretail.com/](http://www.workinretail.com/)
**Internship Search Links**

College Grad: [http://collegegrad.com/](http://collegegrad.com/)
Eagle Careers: [http://studentaffairs.unt.edu/eagle-careers](http://studentaffairs.unt.edu/eagle-careers)
Indeed: [http://www.indeed.com/](http://www.indeed.com/)
LinkedIn: [https://www.linkedin.com/jobs/?trk=hb_ft_jobs](https://www.linkedin.com/jobs/?trk=hb_ft_jobs)
Zip Recruiter: [https://www.ziprecruiter.com/](https://www.ziprecruiter.com/)

*Don’t forget to search job and internship postings on each company’s individual website!*

**Find a Mentor**

LinkedIn: [https://www.linkedin.com/](https://www.linkedin.com/)

**Additional Resources**

CareerOneStop: [http://www.careeronestop.org/](http://www.careeronestop.org/)
CollegeGrad: [http://www.collegegrad.com/jobs](http://www.collegegrad.com/jobs)
Going Global: [http://online.goingglobal.com/default.aspx](http://online.goingglobal.com/default.aspx)
LinkedIn: [http://university.linkedin.com/linkedin-for-students.html](http://university.linkedin.com/linkedin-for-students.html)
Salary Calculator Center: [www.jobsearchintelligence.com/salary-calculator-intro/-etc](http://www.jobsearchintelligence.com/salary-calculator-intro/-etc)
Sperling’s Compare Cost of Living: [http://www.bestplaces.net/cost-of-living/](http://www.bestplaces.net/cost-of-living/)
Need help figuring all this out? Call the Career Center and make an appointment with your Career Development Specialist! You can also get help with resume and cover letter writing and interview skills preparation.

*Information for this handout compiled from the following Career Services Departments:
Central Washington University: [http://www.cwu.edu/career/](http://www.cwu.edu/career/)
Indiana University-Purdue University Fort Wayne: [http://www.ipfw.edu/offices/career/](http://www.ipfw.edu/offices/career/)
Texas State University: [http://www.careerservices.txstate.edu/](http://www.careerservices.txstate.edu/)
University of North Carolina Wilmington: [http://www.uncw.edu/career/index.html](http://www.uncw.edu/career/index.html)
University of North Texas: [http://studentaffairs.unt.edu/career-center](http://studentaffairs.unt.edu/career-center)
University of Tennessee-Knoxville: [http://career.utk.edu/](http://career.utk.edu/)
University of Wisconsin-Eau Claire: [http://www.uwec.edu/Career/index.htm](http://www.uwec.edu/Career/index.htm)

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