What Can I Do With a Major In...

**Major: Merchandising**
https://mdr.unt.edu/

**What is Merchandising?**
http://mdr.unt.edu/content/merchandising
Are you interested in fashion, home furnishings or retail? Are you interested in online retail? Do you want a career with international opportunities in fashion- and retail-related industries? Merchandising encompasses the planning, developing, presenting and selling of products in consumer-driven markets. A bachelor’s degree can help prepare you for many positions, including:

- Buyer for retail brand
- Product Developer
- Store Analyst
- Visual Merchandiser
- Store Management
- Merchandise Planner
- Brand Manager
- Product Manager
- Showroom Manager

Graduates have worked as merchandisers for companies such as Fossil, J.C. Penney, Havertys, Neiman Marcus, Nordstrom, Target, Tuesday Morning and Zale Corp.

**Your Future in Merchandising**
https://www.unt.edu/pais/insert/umdse.htm
We teach you to critically analyze merchandising strategies relating to the development, distribution, evaluation and use of fashion-oriented products. The curriculum is developed in consultation with leaders of the Dallas-Fort Worth retail industry to meet the profession’s needs.

Our new Merchant Development Program provides you with enriched opportunities inside and outside the classroom that are designed to:

- Enhance your academic foundation
- Develop a personal awareness of ethical and financial responsibilities
- Refine demonstrated talent

The Executive-in-Residence program brings merchandising executives to our college for lectures and meetings with students. Recruiters also frequently visit the campus to provide additional insights about career opportunities.
Related Career Titles (with OnetOnline links)

Entry-Level (Bachelor’s Degree):
Advertising Coordinator
Assistant Buyer
Boutique Owner
Brand Manager
Category Manager
Consultant
Customer Service Representative
Department Manager
Event Planner
Executive Trainee
Fashion Director
Fashion Merchandiser
Fashion Writer
Global Sourcing
Importing and Exporting Agent
Merchandise Manager
Merchandising Analyst
Merchandising Researcher
Planning and Allocation
Product Development Manager
Promotions Manager
Purchasing Manager
Quality Control Analyst
Sales Forecaster
Sales Representative
Showroom Coordinator
Showroom Manager
Sourcing Specialist
Special Event Coordinator
Stock Clerk
Stylist
Trend Analyst
Visual Merchandiser

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

Also see What Can I Do With a Major In Digital Retailing 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  Non-profit Organizations
Independent Retailers  Online Retailers
Insurance Companies  Print and Electronic Media Outlets
Internet Marketing Companies  Privately Owned Establishments
Manufacturing Companies  Retail Corporate Offices
Mass Merchants  Retail Stores
Media Organizations  Sporting Goods Stores
Networking Abilities  Telemarketing

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

Exploring Careers in Merchandising
Apparel Search: http://www.apparelsearch.com/
Career Overview: http://www.careeroverview.com/retail-marketing-careers.html
Fashion Careers: http://www.fashioncareerstips.com/
Infomat: http://www.infomat.com/
Internet Retailer: http://www.internetretailer.com/hot100/list/mass-merchants/
National Retail Federation:
https://nrf.com/who-we-are/retail-communities/digital-retail-shoporg
Retail Wire: [http://www.retailwire.com/](http://www.retailwire.com/)
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/)
- Professional Retail Store Maintenance Association: [http://www.prsm.com/](http://www.prsm.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/student-organizations](http://studentaffairs.unt.edu/student-organizations)

**Job Search Links**
- Eagle Careers: [studentaffairs.unt.edu/eagle-careers](http://studentaffairs.unt.edu/eagle-careers)
- 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
America’s Job Exchange: http://www.americasjobexchange.com/
Career Rookie: http://www.careerrookie.com/
College Grad: https://collegegrad.com/
Eagle Careers: http://studentaffairs.unt.edu/eagle-careers
Indeed: http://www.indeed.com/
InternJobs: http://internjobs.com/
Internships: http://www.internships.com/
Jobing: http://www.jobing.com/
Jobs Flag: http://www.jobflag.com/
Jobs Radar: http://www.jobsradar.com/
Link Up: http://www.linkup.com/
LinkedIn: https://www.linkedin.com/jobs/?trk=hb_ft_jobs
Zip Recruiter: https://www.ziprecruiter.com/

Please do not forget to search job postings on each company’s individual website.

Find a Mentor
LinkedIn: https://www.linkedin.com/

Additional Resources
CareerHMO: http://careerhmo.com/
CareerOneStop: http://www.careeronestop.org/
Careerealism: http://www.careerealism.com/
CollegeGrad: http://www.collegegrad.com/jobs
GlassDoor: http://www.glassdoor.com/index.htm
Going Global: http://online.goingglobal.com/default.aspx
LinkedIn: http://university.linkedin.com/linkedin-for-students.html
mySkills myFuture: http://www.myskillsmyfuture.org/
Salary Calculator Center: www.jobsearchintelligence.com/salary-calculator-intro/-etc
O*NET OnLine: http://www.onetonline.org/
Sperling’s Compare 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/
Indiana University-Purdue University Fort Wayne: http://www.ipfw.edu/offices/career/
Texas State University: http://www.careerservices.txstate.edu/
University of North Carolina Wilmington: http://www.uncw.edu/career/index.html
University of North Texas: http://studentaffairs.unt.edu/career-center
University of Tennessee-Knoxville: http://career.utk.edu/
University of Wisconsin-Eau Claire: http://www.uwec.edu/Career/index.htm

Revised by GK 8/2016