The apparel, interiors and textiles industries contribute over $3 trillion in global revenue annually and provide millions of unique and exciting employment opportunities around the world. Successful professionals within this field now have an appreciation for the multi-faceted cultural and economic contributions the soft goods field makes to the global economy. The Merchandising program prepares graduates for careers at every level of the industry: trend forecasting, textile sales, wholesaling product lines to retailers, retail buyers, managers, visual merchandisers as well as auxiliary industries including fashion journalism, event planning, and logistics. Understanding and being responsive to the consumer’s perspective of industry processes and practice is essential in the Merchandising program. Merchandising graduates are in high demand among retailers, manufacturers, product developers, and designers.

STRENGTHS OF PROGRAM

Decades of retail experience by the merchandising faculty with experience in the global marketplace

Strong New York City industry connections and annual trip to NYC

Emphasis on product development

Use of technology in the retail context

Application of sustainability in an industry context

Strong pre-internship preparation and required intensive eight week summer internship opportunities nationwide

Curriculum flexibility to complete minors in the OSU Spears School of Business

Undergraduate research opportunities

GETTING EXPERIENCE AND THE JOB

Internships are completed at locations throughout the United States and abroad. Previously, interns have worked for Women’s Wear Daily, Marie Claire, BCBG Max Azria, J.C. Penney, Ralph Lauren Children’s Wear, Dillard’s, Anthropologie, Nordstrom’s, Ethan Allen and Pier One.

OSU alumni hold positions with various types of companies including Dillard’s, Neiman Marcus, TJX Corporation, Target, J.C. Penney, Anthropologie and Macy’s. Positions include general manager, store team leader, buyer, brand manager, merchandise evaluation engineer and visual merchandiser.

Merchandising students learn current technology.

Students in NYC at a protective clothing showroom.
SPECIALIZED COURSES
Retailing of Apparel, Interiors and Related Products
Profitable Merchandising Analysis
Merchandise Acquisition and Allocation
Visual Merchandising
Sustainable Design for Apparel and Interiors
Textiles, Apparel, Interiors and Related Products in the International Economy
Technology and Visual Communication for Merchandisers
Product Development

CAREER OPPORTUNITIES
Retail Buyer
Allocation Analyst
Store Owner or Manager
Executive Retail Manager
Sourcing Manager
Manufacturer’s Representative
Visual Merchandiser

FOR MORE INFORMATION
Patricia Kain Knaub Center for Student Success
Human Sciences 101
Stillwater, OK 74078-6114
405.744.5053 (phone) / 405.744.7113 (fax)

humansciences.okstate.edu/DHM