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

Students visit Cotton Incorporated to learn about this trade association promoting the use of cotton fabrics and fibers.

FOR MORE INFORMATION
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