



CENTRAL WASHINGTON UNIVERSITY

FASHION MERCHANDISING

General Departmental Information

Fashion Merchandising is an interdepartmental major leading to a Bachelor of Science degree. It is administered jointly by the Department of Family and Consumer Sciences and the Department of Information Technology and Administrative Management. The curriculum provides the necessary skills to work in the fashion merchandising field as a fashion buyer, a fashion retailer, wholesaler, or a fashion merchandise manager.

Courses are primarily selected from Administrative Management, Marketing Education, Information Technology and Family and Consumer Studies, providing information relating to the production, distribution, and consumption of clothing and textiles. Students will gain practical work experience in agencies which deal with fashion merchandise during summer quarter internships.

Students enrolled in the major are required to consult regularly with a faculty advisor. All prerequisites must be fulfilled except in cases of special permission.

Degrees, Specializations, Minors & Certifications

A Bachelor of Science degree and a minor degree are offered in Fashion Merchandising.

Career Opportunities

The Fashion Merchandising major at Central Washington University prepares students for a wide range of careers within apparel marketing. Some of these career positions include: product developer, fashion director, resident office buyer, education director, stylist, retail buyer, department manager, consumer educator, fashion forecaster, piece goods buyer, store/boutique manager, market analyst, fashion representative, merchandise manager, sales representative, entrepreneur, publicity coordinator, consultant, comparison shopper, fashion coordinator, wardrobe/image, fashion editor, and international business person.

Many retailers recruit at Central Washington University. The Fashion Merchandising program has an excellent record of placing most of its graduates in career positions.

Internship Opportunities

Students get an early start on selecting their career through a well-established and successful Fashion Merchandising internship program.

Past students have refined their apparel marketing skills by being placed in organizations such as Nordstroms, The Bon Marche, J.C. Penney Co., Sears, Target, Lamonts, Nike, The Gap, Kinney Shoes, Footlocker, B. Dalton Books, Costco, Jay Jacobs and many others. Students interested in specialty areas such as buying and wholesaling have found exciting internships working directly with buyers and factory representatives. Internships have proven to be one of the great professional experiences for Fashion Merchandising Students.

Scholarship Opportunities

Information Technology and Administrative Management majors have the option of applying for a \$300 scholarship available to juniors and seniors. Applications are available through department office.

Clubs and Organizations

Students interested in extra-curricular activities associated with Fashion Merchandising are invited to join the Fashion Merchandising Club.

For Further Information, Contact:

Contact Jan Bowers
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CWU official online catalog:
<http://www.cwu.edu/catalogs.html>

Admissions and Transfer Requirements:
<http://www.cwu.edu/~cwuadmis/>

CWU Office of Admissions
(866) CWU-4YOU (298-4968)

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