ABOUT THE PROGRAM

The fashion merchandising and design majors prepare students for careers in the dynamic, fast-paced fashion industry. Students gain knowledge about industry processes and products, and focus their studies in merchandising or design and development to achieve specific career goals. Courses are designed to be stimulating and challenging, with opportunities to develop creative, communication, leadership and professional skills. Experiential and study abroad opportunities supplement a strong curriculum to assure that graduates can succeed in a culturally-diverse and global industry. Learn more about the program at wmich.edu/familyconsumer/academics/fashion-merchandising-design.

PROGRAM STRENGTHS

**Academic Quality.** With over eight decades of combined industry experience in marketing, retail buying, visual merchandising and consumer products, the fashion merchandising and design faculty bring experience, enthusiasm and cutting edge ideas into the classroom. The program is accredited by the National Association of Schools of Art and Design.

**Experiential Focus.** Learning opportunities outside of the classroom include field experiences, internships and industry tours. Up to 24 credit hours toward a merchandising or design and development major may be earned through our partnerships with Fashion Institute of Technology in New York, Regents University in London or Florence University of the Arts in Italy.

Students may complete part of their WMU studies at one of our partner institutions in England, Italy and New York City.

100% of fashion merchandising and design graduates have completed an internship or field experience.
MAJORS AVAILABLE

→ **Fashion Design and Development** focuses on developing design, production and professional skills needed for careers in the fashion design and product development sector of the apparel industry. Students electing this major study fashion design, history of fashion, product development, computer-aided design and entrepreneurship.

*Career possibilities:*  
- Fashion and technical designers  
- Product developers  
- Production managers  
- Quality control managers  
- Sourcing managers  
- Stylists

*Graduates work for companies like:*  
- Anthropologie  
- Club Monaco  
- Gap  
- J.Crew  
- Land’s End  
- Victoria’s Secret

→ **Fashion Merchandising** prepares students for careers in fashion marketing, management and buying. Students take courses in retail buying, visual merchandising, retail management, promotion and entrepreneurship. The major also includes 18 credit hours in the Haworth College of Business.

*Career possibilities:*  
- Brand managers  
- Buyers  
- Marketing executives  
- Merchandising planners  
- Store managers  
- Visual specialists

*Graduates work for companies like:*  
- Banana Republic  
- Fossil  
- H&M  
- Nordstrom  
- Under Armour

STUDENT ORGANIZATION

**Merchandising Opportunities and Design Association (MODA).** Joining this organization offers opportunities to network and develop leadership and teamwork skills. In addition to industry tours, networking and social events, members produce two fashion shows each year showcasing student designs.

@WMUMODA

STUDYING ABROAD GAVE ME THE OPPORTUNITY TO TAKE CLASSES THAT GAVE ME A DEEPER UNDERSTANDING OF THE FASHION INDUSTRY.

Barbara Davidek, fashion merchandising student

CEHD PROGRAM INFORMATION  
cehd-outreach@wmich.edu  
(269) 387-2960

WMU ADMISSIONS  
wmich.edu/admissions  
(269) 387-2000

@wmucehd