ABOUT THE PROGRAM

The fashion merchandising and design majors prepare students for careers in the dynamic, fast-paced fashion industry. Students learn about industrial processes and products and focus their studies on merchandising or design and development to achieve specific career goals.

Stimulating and challenging courses offer opportunities to develop creativity, communication, leadership, and professional skills. Experiential and study abroad opportunities supplement a solid curriculum to ensure graduates can succeed in a culturally diverse global industry. Learn more about the program at wmich.edu/familyconsumer/academics/fashion-merchandising-design.

PROGRAM STRENGTHS

Academic Quality. The program faculty offer 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. Students may earn up to 24 credit hours toward a merchandising or design and development major through partnerships with the Fashion Institute of Technology in New York, Regents University in London, or Florence University of the Arts in Italy.

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

→ **Fashion Design and Development** focuses on developing design, production, and professional skills needed for careers in the apparel industry’s fashion design and product development sector. Students electing this major study fashion design, fashion history, 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. Additional courses include retail buying, visual merchandising, retail management, promotion, entrepreneurship, and 18 credit hours from 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 a fashion show 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

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WMU ADMISSIONS

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