

FASHION MERCHANDISING AND DESIGN

Bachelor of Science



ABOUT THE PROGRAM

This program prepares 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 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. 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.



I love the fashion community we have built within WMU, you gain a second family.

■ Madeline Fritz, student



Students may complete part of their WMU studies at a partner institution in England, Italy or New York City.



The **Merchandising Opportunities and design Association (MODA)** student organization produces a fashion show each year showcasing student designs.

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WESTERN MICHIGAN UNIVERSITY
College of Education
and Human Development

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
- Bloomingdale's
- David's Bridal
- Express
- J.Crew
- Land's End

→ **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:

- Gucci
- Louis Vuitton
- Trunk Club
- Nordstrom
- Under Armour
- Von Maur

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.

 Follow MODA on social media! | [@WMUMODA](https://www.instagram.com/wmumoda)



97% of 2020-21 WMU fashion merchandising and design graduates were employed or continuing education within three months of graduation.

97%



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