

Apparel, Retail Merchandising and Design

Department Information

- **Department Location:**
E. Morrow Lebedeff Hall
- **Department Phone:**
701-231-8604
- **Department Web Site:**
www.ndsu.edu/adhm/apparel_retail_merchandising_design/ (http://www.ndsu.edu/adhm/apparel_retail_merchandising_design/)
- **Credential Offered:**
B.S.; B.A.; Certificate
- **Official Program Curriculum:**
catalog.ndsu.edu/undergraduate/program-curriculum/apparel-retail-merchandising-design/ (<http://catalog.ndsu.edu/undergraduate/program-curriculum/apparel-retail-merchandising-design/>)

If you are looking for a career in a fast-paced environment that provides new opportunities each day, then a degree in Apparel, Retail Merchandising and Design (ARMD) is just for you. The global textile and apparel industry is made up of companies that produce fibers, yarns, and textile and apparel products for consumers around the world. National and global retailers provide goods and services to consumers everywhere, via multi-channel retailing involving traditional stores, catalogs, online venues, including social networking sites.

The undergraduate program in ARMD offers students opportunities to develop new approaches for dealing with challenges facing all areas of the global textile, apparel, and retail industry. Students are involved in designing new solutions for an ever-evolving global industry. Because of the size and scope of the industry, there are a variety of career opportunities available worldwide.

Students gain aesthetic, technical, practical, and professional skills in three option areas - *fashion product development, fashion entrepreneurship, and retail merchandising*. Retail merchandising and fashion entrepreneurship options provide students with a firm grasp of business strategy. The fashion product development option focuses on developing, designing, and marketing materials and products within this global industry. Students develop a trained eye and skills to showcase and sell products to a fashion-conscious consumer.

POSSIBLE CAREER PATHS:

- Apparel buyers
- Product developers
- Visual merchandisers
- Technical designers
- E-commerce developers
- Fashion entrepreneurs
- Social media specialists
- Retail managers
- Fashion forecasters
- Interior merchandisers