

Apparel, Retail Merchandising and Design

Department Information

- **Department Web Site:**
www.ndsu.edu/adhm/ (<http://www.ndsu.edu/adhm/>)
- **Credential Offered:**
B.S.; B.A.; Minor; 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/>)

Students majoring in apparel, retail merchandising and design choose one of the three options – ***Fashion Product Development, Fashion Entrepreneurship, and Retail Merchandising.***

Students interested in design and product development would find the ***Fashion Product Development*** a great area of study. Graduates develop and deliver products to the global marketplace. This option focuses on developing, designing and marketing materials and products within the market and industry.

In the ***Fashion Entrepreneurship*** option, you will not only learn how to develop and sell products, you will also learn how to manage a successful business. Alumni from the program are using what they learned in the classroom to successfully run their own businesses.

New retail opportunities are emerging around the world today with digital retailing and retail technology. The course of study in the ***Retail Merchandising*** option includes classes on sourcing, buying, merchandising, promotion, and consumer behavior.

BACKGROUND INFORMATION

The world's textile and apparel industries are made up of companies that produce fibers, yarns, textiles and apparel, and accessory products for industrial, wholesale and individual consumers around the world. These industries are some of the largest and most productive in the world. Because of the size and nature of the textile and apparel industry, and their interconnection with many other industries, career opportunities are limitless. New retail opportunities are emerging around the world. National and global retailers provide goods and services to consumers, via multichannel retailing involving traditional stores, online venues, mobile apps, social networking sites, catalogs, and direct mail. Retailers use state-of-the-art technology to respond instantaneously to changing consumer demand from around the world. The dynamic environment in the retail industry provides many exciting opportunities for college graduates interested in the competitive, fast-paced field of retailing.

FLEXIBLE CURRICULUM

While the major and minor are not currently available to be offered completely in an online format, students may take all the classes online in their senior year, whereas the Apparel, Retail Merchandising & Design certificate is available to be earned in an online format. Three-year accelerated plans are available for all the three options. Two-year plans are available for transferred students who completed the general education requirements.

CAREER OPPORTUNITIES

Graduates hold positions as ***production developers, visual merchandisers, technical designers, buyers, sourcing specialists, social media marketing specialists, fashion forecasters, stylists, store managers, and interior merchandisers*** with such companies as ***Target, Kohl's, Scheels, Macy's, Merchology, Evereve, Best Buy, Nordstrom, The Gap, The Buckle, Evine Live, Nike, Forever 21, Old Navy, and Duluth Trading Company,*** to name a few. Other graduates have used their skills to successfully run their own businesses.

OUR CONTACTS BEYOND COLLEGE WALLS

The apparel, retail merchandising and design program regularly plans travel and study programs to fashion, design and/or business centers. Off-campus study provides students contact with practicing professionals. Study tours to national and international destinations expose students to the fast pace of the changing global fashion and retail industry while allowing them to earn college credit. The program's affiliation with the Fashion Institute of Technology (FIT) in New York City permits NDSU students who qualify to earn credits as visiting students and to gain experience in the heart of the fashion business world. In addition, NDSU offers many study abroad programs in which students are encouraged to participate.

SCHOLARSHIPS

Several scholarships are designated for students majoring in apparel, retail merchandising and design; additional scholarships are available to all college majors.