

# Retail Merchandising & Product Development

*This sheet has sample occupations, work settings, employers, and career development activities associated with this major. Some of these options may require additional training and career planning. You are not limited to these options when choosing a possible career path.*

## Sample Occupations

Advertising/Marketing Manager	Fabrics Marketer	Merchandising Representative	Retail Recruiter
Apparel Production Specialist	Fashion Analyst	Personal Shopper	Retail Store Manager
Assistant Purchasing Agent	Fashion Consultant	Product Demonstrator	Sales Representative
Business Owner	Fashion Forecaster	Product Development Manager	Security/Shrinkage/Loss Prevention
Buyer	Fashion Merchandiser	Product Development Specialist	Transportation/Distribution Manager
Consumer Relations Representative	Fashion Stylist	Product Marketer	Vendor Representative
Department Manager	Inspector/Tester & Compliance Manager	Purchasing Agent	Visual Coordinator/ Merchandiser
Display Designer	Laboratory Supervisor	Quality Control Officer	
Distributor	Manufacturer's Representative	Research & Development Officer	
Fabric Market Reporter	Marketing Researcher		
	Merchandise Manager		

## Sample Work Settings

Apparel Manufacturers	Dressmakers	Pattern Companies	Quality Control Organizations
Colleges & Universities	Fiber & Fabric Manufacturers	Retail Companies	
Consumer Organizations	Mass Merchandisers	Specialty Stores	
Department & Specialty Stores	National Manufacturers	Textile Manufacturers	
		Federal & State Government	

## Sample Employers

*A sample of organizations that have hired students with a concentration in retail merchandising and product development.*

HSN - Home Shopping Network	JCPenney Kohl's Department Stores	Macy's, Inc. Target Corporation	Turner Furniture
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## Connecting Majors, Skills, and Occupations

- View learning outcomes associated with your major in the *FSU Undergraduate Academic Program Guide Learning Compact*: [www.learningforlife.fsu.edu/smalcs/learningcompacts.cfm](http://www.learningforlife.fsu.edu/smalcs/learningcompacts.cfm)
- Explore the connection between occupations and skills in O\*Net: [www.onetonline.org](http://www.onetonline.org)
- Use the FSU Career Portfolio to document transferable skills you develop through your major and other experiences: [www.portfolio.fsu.edu](http://www.portfolio.fsu.edu)
- Use ProfessoNole to learn more about industry demands, career expectations, and opportunities from professionals: [www.career.fsu.edu/professionole](http://www.career.fsu.edu/professionole)

## Sample Websites

American Collegiate Retail Association <a href="http://www.acraretail.org">www.acraretail.org</a>	Women's Wear Daily <a href="http://www.wwd.com">www.wwd.com</a>
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## Sample Career Center Library Resources

### Sample Books

Buyers/Purchasing Agents Occupational File.....IIB 13-1020	Opportunities in Retailing Careers.....IIB 11-3061.01 D6
Careers in Business.....IB 13-1000 S7	Opportunities in Marketing Careers.....IIB 41-0000 S7
Careers in Consumer Products.....IIB 11-2021 W42	Purchasing Managers Occupational File.....IIB 11-3061
Careers for Fashion Plates and Other Trend Setters....IIA CF F3	Storage/Distribution Manager
Careers in the Fashion Industry.....IIB 27-1022 V6	Occupational File.....IIB 11-3071.02
Career Opportunities in the Fashion Industry...IIB 27-1022 V6	Textiles/Apparel Occupational File.....IIB 51-6000
Career in Marketing.....IIB 41-0000 S6	Vault Career Guide to the Fashion Industry.....IIB 27-1022 H3
Fashion Designers Occupational File.....IIB 27-1022	Your Modeling Career.....IIB 41-9012 P7

### Self Exploration and Career Information

*To explore values, interests, and skills:*

*To explore occupational outlooks and salaries:*

Choices Planner  
[www.flchoices.org](http://www.flchoices.org)

Sigi3  
[www.career.fsu.edu/sigi](http://www.career.fsu.edu/sigi)  
(Obtain a User ID from a Career Advisor)

NACE Starting Salaries Survey Data  
[www.naceweb.org/salary-resources/starting-salaries.aspx](http://www.naceweb.org/salary-resources/starting-salaries.aspx)

Occupational Outlook Handbook  
[www.bls.gov/ooH](http://www.bls.gov/ooH)

Salary.com  
[www.salary.com](http://www.salary.com)

SeminoleLink Plus! Services  
[www.career.fsu.edu/seminolelink](http://www.career.fsu.edu/seminolelink)

See additional resources in Career Center Advising Module Sheets:  
[www.career.fsu.edu/advising/modules.cfm](http://www.career.fsu.edu/advising/modules.cfm)

## Sample Professional Organizations

American Apparel and Footwear Association (The Fashion Association) - Arlington, VA  
[www.apparelandfootwear.org](http://www.apparelandfootwear.org)

American Apparel Producers Network (AAPN) - Atlanta, GA  
[www.aapnetwork.net](http://www.aapnetwork.net)

American Association of Textile Chemists and Colorists - Research Triangle Park, NC  
[www.aatcc.org](http://www.aatcc.org)

American Marketing Association - Chicago, IL  
[www.marketingpower.com](http://www.marketingpower.com)

International Association of Department Stores - Paris, France  
[www.iads.org](http://www.iads.org)

International Textile and Apparel Association - Citrus Heights, CA  
[www.itaaonline.org](http://www.itaaonline.org)

National Association for Retail Marketing Services (NARMS)  
[www.narms.com](http://www.narms.com)

National Council of Textile Organizations - Washington, DC  
[www.ncto.org](http://www.ncto.org)

National Retail Federation Liberty Place - Washington, DC  
[www.nrf.com](http://www.nrf.com)

The Fashion Group International - New York, NY  
[www.newyork.fgi.org](http://www.newyork.fgi.org)

*For other related professional organizations, go to FSU Libraries database at [lib.fsu.edu](http://lib.fsu.edu); select Find a Database; search for Gale Databases; choose Associations Unlimited.*

## Additional Information

Florida State University Career Guide 2013-2014  
[www.career.fsu.edu/pubs/2013-14CareerGuide.pdf](http://www.career.fsu.edu/pubs/2013-14CareerGuide.pdf)

Career Guides  
[www.career.fsu.edu/advising/guides.cfm](http://www.career.fsu.edu/advising/guides.cfm)

Library Links  
[www.career.fsu.edu/library/links.cfm](http://www.career.fsu.edu/library/links.cfm)

Steps to Career Success  
[www.career.fsu.edu/Steps-to-Career-Success/](http://www.career.fsu.edu/Steps-to-Career-Success/)