A merchandising degree equips students with the skills to excel in the apparel, textile and retail industries. Students prepare for careers in the merchandising, marketing and production of textile and other products. You’ll learn to meet customers’ and designers’ needs while planning success for product development and sales.
What types of classes can I take?

Apparel Product Development
Understand the development of apparel production and planning, including apparel industry terminology, technology, production methods and engineering quality.

Integrated Merchandising Channels
Explore multi-channel merchandising strategies focusing on social media and other digital tools utilized in communication, branding and promotion of retail goods.

Retail Buying and Assortment Planning
Learn basic accounting methods and financial management of retail inventory. Interpret and use data related to buying, control, assortment planning and merchandise allocation.

What types of jobs can I get?

- Fashion Buyer
- Market Analyst
- Trend Forecaster
- Consumer Journalist
- Special Event Planner
- Assortment Planner
- Import/Export Specialist
- Showroom Executive
- Store Planner
- Stylist

What types of organizations can I join?

Fashion Merchandising Organization
The FMO works towards professional development with activities such as fashion show production, field trips and guest speakers.

What type of financial aid is available?

USM’s competitive scholarships are based on academics, service and leadership and can waive up to the full cost of tuition. Academic Excellence Scholarships use your ACT scores to discount tuition prices for your hard work! For more information, visit usm.edu/financial-aid.

Let’s get in touch.

usm.edu/business

Hattiesburg Campus 601.266.4663
Gulf Park Campus 228.214.3447