

# What Can I Do With This **Ohio State** Major?

Bachelor of Science

## Fashion and Retail Studies

College of Education and Human Ecology

The fashion and retail studies major, offered in the Department of Consumer Sciences, examines the fashion industry including apparel mediums and focuses on production as well as why and how people use apparel. Students in the fashion and retail studies major take core courses in aesthetics, business of fashion, global markets, fashion forecasting, consumer behavior, textile/apparel analysis, and retail environments. Students in Fashion and Retail Studies specialize in either Merchandising or Product Development while gaining professional skills and contacts through a required internship experience. <sup>1</sup>

### Career Areas/Job Titles:

#### Management and Industry

Buyer  
Retail Store Manager  
Independent Consultant  
Quality Assurance Specialist  
Apparel Designer  
Pattern Designer  
Wardrobe Supervisor

Licensing Coordinator  
Visual Merchandiser  
Personal Shopper

#### Communication and Media

Marketing Representative  
Public Relations Executive  
Fashion Editor  
Media Sales Executive

Advertising Copywriter  
Fashion Event Coordinator  
Fashion Photographer

#### Non-Profit/Advocacy

Clothing Collection Curator  
Clothing Preservationist

*\*Some careers may require licensure, certification, or further education. Talk to an advisor about specific requirements.*

### Transferable Skills:

Artistic Design  
Business Fundamentals  
Expressing Ideas  
Listening Skills  
Provide/Respond to Feedback  
Speaking Effectively  
Use Technology Effectively  
Written Communication  
Cultural Understanding

Social Perceptiveness  
Teamwork  
Willingness to Take Risks  
Creativity/Imagination  
Experimental Design  
Adaptability/Flexibility  
Attention to Detail  
Judgment & Decision Making  
Initiative

Organization Skills  
Strategic Planning/Visioning  
Creating Innovative Solutions  
Multi-tasking  
Analytical/Critical Thinking  
Problem Solving  
\*Internship Required

*\*This is not an extensive list of transferable skills. See larger list of skills you might develop here:*

<http://ccss.osu.edu>

### Professional Links:

American Assn. of Textile Chemists & Colorists (AATCC): [www.aatcc.org](http://www.aatcc.org)

American Apparel & Footwear Manufacturers Assn. (AAFA): [www.apparelandfootwear.org](http://www.apparelandfootwear.org)

Fashion Production Association: [http://ohiounion.osu.edu/get\\_involved/student\\_organizations/directory?org\\_id=3192](http://ohiounion.osu.edu/get_involved/student_organizations/directory?org_id=3192)

Black Retail Action Group: [http://ohiounion.osu.edu/get\\_involved/student\\_organizations/directory?org\\_id=3500](http://ohiounion.osu.edu/get_involved/student_organizations/directory?org_id=3500)