

DESIGN AND MERCHANDISING



Design and Merchandising at Drexel

The Design and Merchandising program prepares students for challenges in the business of the design world. Students learn to create, merchandise, market, promote, and distribute fashion and related products. They develop an appreciation of style, product quality, and design; learn to communicate verbally and visually about design; and gain the business knowledge and skills needed to promote an aesthetically grounded point of view in the marketplace.

Drexel Co-op for Design and Merchandising

A key part of the program is Drexel's prestigious co-operative education program, in which students alternate periods of classroom study with periods of professional work experience. Design and Merchandising students participate in the following:

- One Co-op Option (Four Years): includes one six-month period of full-time employment

A Few Drexel Co-op Position Titles

- Buyer
- Design Assistant
- Marketing Coordinator
- Visual Merchandiser

Employers

Here are some of the companies that have hired Drexel students as co-op or full-time employees:

- Neiman Marcus
- *Philadelphia STYLE Magazine*
- Polo Ralph Lauren
- Saks Fifth Avenue
- *Seventeen Magazine*
- Target Corporation

Potential Careers

Merchandiser/Product Developer. Develops product assortments for women, men, and children; monitors fashion trends and predictions; may specialize in clothing, footwear, accessories, home furnishing products, and beyond.

Marketing Coordinator. Develops marketing strategies, including market research, sales, advertising, promotion, pricing, product development, and public relations; identifies potential markets; devises pricing strategies; monitors trends.

Buyer. Selects raw materials, goods, and/or services; considers quality, price, availability, and other factors; studies sales records, inventory levels, and projections; identifies foreign and domestic suppliers.

Courses You'll Really Enjoy

Fashion Show Production. Covers planning and examination of the fashion show as a sales and marketing tool. Allows students to discuss and experience all aspects of a professional fashion show: set design, lighting, music, advertising and public relations, ticket sales and seating, organization of garments and accessories, choreography, models, judging, and hospitality.

Retail Buying and Merchandising Management. Provides the fundamentals for merchandise planning, flow, and distribution in retail settings. Covers profitable merchandise and assortment planning and control in both conceptual and technical formats. Final project incorporates a six-month financial, classification, and assortment plan.

Introduction to Retail Management. Examines retail philosophies within a marketing context, including how present and future consumer behaviors determine retailers' marketing strategies; product mix and product assortment; and operating retail ventures in the global marketplace.

International Fashion Merchandising. Introduces students already familiar with U.S. retail merchandising to retail merchandising worldwide. Develops a framework for the international merchandising process and discusses effects of globalization.

Learn More

Antoinette Westphal College of Media Arts & Design
www.drexel.edu/westphal

University Catalog

A list of required courses for the Design and Merchandising major is available online at www.drexel.edu/catalog.

Accelerated Degree Options

Accelerated degree programs, such as the BS/MD, BS/PhD in Engineering, BS/JD, and BS/MBA, enable academically qualified students to earn both a bachelor's and an advanced degree, graduating sooner than they would in traditional programs. Eligible students can be admitted to an accelerated degree program in one of two ways: apply as an incoming freshman through Undergraduate Admissions or apply to the Graduate Studies Office after completing a minimum of 90 credits. To learn more about accelerated degree options, visit www.drexel.edu/em/ug/accelerated.

For More Information

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