

DESIGN & MERCHANDISING

Students in the Design & Merchandising program develop an appreciation for style and product quality, learn to communicate verbally and visually about design across traditional and emerging media, and gain the business knowledge and skills required to promote an aesthetically grounded point of view in the global marketplace.

The Design & Merchandising program at Drexel University's Antoinette Westphal College of Media Arts & Design educates and prepares students to effect change through creative problem solving in design and commerce. Through an interdisciplinary approach, we strive to graduate adaptable, creative, confident and passionate professionals who are technologically adept and globally aware.

Through the classroom, co-op experience, and study abroad opportunities, the program prepares students to create, merchandise, market, promote, and distribute fashion product based on knowledge of visual/aesthetic and business considerations. Design & Merchandising students graduate with the knowledge and skills needed for success in traditional and emerging roles in the global marketplace, and as practical and responsible corporate citizens who will make the world a more compelling, beautiful place in which to live and work.

Design & Merchandising majors typically focus study in the areas of fashion and fashion-related retail merchandising, product development and product promotions. Elective credits may be used for a concentration in Retail Buying & Merchandising, Fashion Product Development, Fashion Promotion & Special Events, Merchandising Technologies, and Design Management for Design & Merchandising. Elective credits may also provide students with an option to minor in business administration, art history, product design, or to pursue other specific educational goals.

For more information about this major, call 215.895.2396, or visit drexel.edu/westphal/undergraduate/dsmr.

JOB TITLES

Assistant Buyer
Costuming & Wardrobe Assistant
Marketing Coordinator
Sales and Product Planner
Showroom Assistant

Public Relations Assistant
Visual and Creative Manager
Assistant Merchandiser
Stylist

Employers Who Have Hired Drexel Students Include:

Alice + Olivia
BCBG Max Azria
Boathouse Sports
Derek Lam
Jay Butler
Michael Kors
Nation Design
Nicole Miller
Place
QVC Inc.
The TJX Companies, Inc.
Urban Outfitters

Please refer to drexel.edu/scdc/salaryguide for our most recent co-op salary information.

PROFESSIONAL ASSOCIATIONS & INTERNET RESOURCES

American Apparel and Footwear Association
wewear.org

ApparelNews.Net
apparelnews.net

Style
style.com

Fashion Industry Directory
apparelsearch.com/fashion.htm

FashionWindows
fashionwindows.net

International Association of Clothing Designers & Executives (IACDE)
iacde.net

Women's Wear Daily Careers
fashioncareers.jobs.careercast.com

StyleCareers, LLC
stylecareers.com

Fashion Group International, Inc.
fgi.org

Fashionista
fashionista.com

CAREER RESOURCES

Résumé, Interviewing, and Job Search Best Practices
drexel.edu/scdc/professional-pointers

Workshop Calendar
drexel.edu/scdc/calendars-events/workshops

DREXEL DEPARTMENTS

Antoinette Westphal College of Media Arts & Design
URBN Center, 3501 Market Street
215.895.2396
drexel.edu/westphal/undergraduate/dsmr

Career Services Library Careers Collection
Hagerty Library
33rd and Market Streets, Room 136
libguides.library.drexel.edu/careers