



## DESIGN & MERCHANDISING

The Design and Merchandising Major Program at the Antoinette Westphal College of Media Arts & Design prepares students for the challenges of the business and design world. Students learn to create, merchandise, market, promote, and distribute fashion products. The design and merchandising curriculum, through options to study abroad, provides students with the skills to become global leaders and to adapt to an ever-changing world.

The major also prepares students to make merchandising and marketing decisions based on a knowledge of visual/aesthetic and business considerations. Design and merchandising students develop an appreciation for style, product quality, and design; learn to communicate verbally and visually about design; and gain the business skills and knowledge required to promote and defend an aesthetically grounded point of view in the global marketplace.

Design and merchandising majors typically focus their study in the areas of fashion and fashion-related retail merchandising or product development. 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, another discipline, or to pursue their specific educational goals.

Students wanting specific information about the major are encouraged to stop by the department office in Nesbitt Hall, call the department at 215-895-2390, or visit their website at [www.drexel.edu/westphal](http://www.drexel.edu/westphal).

**Employers who have hired  
Drexel students include:**

Destination Maternity Corporation  
BCBG Max Azria  
Arcadia Boutique  
A Wish Come True  
Carole Hochman Design Group  
Liz Claiborne, Inc.  
VF Sportswear  
Calvin Klein  
Shoshanna  
Simplicity Pattern Company

## JOB TITLES

Assistant Buyer	Public Relations Assistant
Costuming & Wardrobe Assistant	Visual and Creative Manager
Marketing Coordinator	Assistant Merchandiser
Sales and Product Planner	Stylist
Showroom Assistant	

Please refer to the SCDC website ([www.drexel.edu/scdc](http://www.drexel.edu/scdc)) for our most recent co-op salary information.

## PROFESSIONAL ASSOCIATIONS AND INTERNET RESOURCES

**American Apparel and Footwear Association**

[www.apparelandfootwear.org/](http://www.apparelandfootwear.org/)

**ApparelNews.Net**

[www.apparelnews.net](http://www.apparelnews.net)

**Daily Fashion Jobs**

[www.dailyfashionjobs.com](http://www.dailyfashionjobs.com)

**Fashion Industry Directory**

[www.apparesearch.com/fashion.htm](http://www.apparesearch.com/fashion.htm)

**FashionWindows**

[www.fashionwindows.net](http://www.fashionwindows.net)

**International Association of Clothing Designers & Executives (IACDE)**

[www.iacde.com/](http://www.iacde.com/)

**Women's Wear Daily Careers**

[www.wwd.com/wwdcareers](http://www.wwd.com/wwdcareers)

**StyleCareers, LLC**

[www.stylecareers.com](http://www.stylecareers.com)

**Fashion Group International, Inc.**

[www.newyork.fgi.org/](http://www.newyork.fgi.org/)

**Style**

[www.style.com](http://www.style.com)

## CAREER RESOURCES

**Fashion Design Career Guide**

[www.library.drexel.edu/resources/guides/careerguides/?page\\_id=132](http://www.library.drexel.edu/resources/guides/careerguides/?page_id=132)

**Communications and Marketing Career Guide**

[www.library.drexel.edu/resources/guides/careerguides/?page\\_id=44](http://www.library.drexel.edu/resources/guides/careerguides/?page_id=44)

**Steinbright Career Development Center**

**Pre-Professional Advising (Prelaw, Prehealth)**

[www.drexel.edu/scdc/careerservices/pre-professional-advising/index.html](http://www.drexel.edu/scdc/careerservices/pre-professional-advising/index.html)

**Writing Your Resume**

[www.drexel.edu/scdc/coop/COOP101/materials/writingyourresume.html](http://www.drexel.edu/scdc/coop/COOP101/materials/writingyourresume.html)

**Interviewing**

[www.drexel.edu/scdc/coop/COOP101/materials/interviewing.html](http://www.drexel.edu/scdc/coop/COOP101/materials/interviewing.html)

**Workshop Calendar**

[www.drexel.edu/scdc/events/workshops/coop-workshops.html](http://www.drexel.edu/scdc/events/workshops/coop-workshops.html)

## DREXEL DEPARTMENTS

**Career Services Library**

**Careers Collection**

Hagerty Library

33<sup>rd</sup> and Market Streets, Room 136

215-895-6843

[www.library.drexel.edu/services/refcareers.html](http://www.library.drexel.edu/services/refcareers.html)

**Antoinette Westphal College of**

**Media Arts & Design**

Nesbitt Hall

33rd and Market Streets

215-895-2396

[www.drexel.edu/academics/westphal](http://www.drexel.edu/academics/westphal)