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.

Career Areas/Job Titles:

**Management and Industry**
- Licensing Coordinator
- Advertising Copywriter
- Buyer
- Visual Merchandiser
- Fashion Event Coordinator
- Retail Store Manager
- Personal Shopper
- Fashion Photographer
- Independent Consultant
- Communication and Media
- Quality Assurance Specialist
- Marketing Representative
- Non-Profit/Advocacy
- Apparel Designer
- Public Relations Executive
- Licensing Coordinator
- Pattern Designer
- Fashion Editor
- Wardrobe Supervisor
- Media Sales Executive
- Clothing Collection Curator
- Personal Shopper
- Clothing Preservationist

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

Transferable Skills:

- Artistic Design
- Social Perceptiveness
- Business Fundamentals
- Teamwork
- Expressing Ideas
- Willingness to Take Risks
- Listening Skills
- Creativity/Imagination
- Provide/Respond to Feedback
- Experimental Design
- Speaking Effectively
- Adaptability/Flexibility
- Use Technology Effectively
- Attention to Detail
- Written Communication
- Judgment & Decision Making
- Cultural Understanding
- Initiative
- Organization Skills
- Strategic Planning/Visioning
- Experimental Design
- Creating Innovative Solutions
- Adaptable/Flexibility
- Analytical/Critical Thinking
- Attention to Detail
- Multi-tasking
- Judgment & Decision Making
- Problem Solving
- Initiative
- *Internship Required

*This is not an extensive list of transferable skills. See larger list of skills you might develop here: [http://ccss.osu.edu](http://ccss.osu.edu)*

Professional Links: