Through a unique course of study that combines classes in textiles/fashion with marketing, the textile marketing program will equip you with the skill set to effectively plan, promote, and distribute apparel products. You'll learn about market research, product development, and sales functions in companies producing fibers, yarns, fabrics, and apparel. This degree prepares you for a variety of career opportunities, including buying and sourcing textile and apparel products.

<table>
<thead>
<tr>
<th><strong>Buying/Purchasing</strong></th>
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<tbody>
<tr>
<td><strong>Example Career Paths:</strong> Contract Management</td>
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</table>

| **Potential Employers:** Discount Stores | Department Stores | Manufacturers | Mass Merchants | Specialty Stores | Online Retailers |

| **Professional Associations:** [American Purchasing Society](#) | [Advanced Textiles Association](#) |

| **Related Occupations:** [Cost Estimators](#) | [Industrial Production Managers](#) | [Logisticians](#) | [Purchasing Managers, Buyers, and Purchasing Agents](#) |
### Brand, Content, & Product Marketing

**Example Career Paths:** Brand Activation | Brand Marketing | Brand Strategist | Content Creator | Digital Product Marketing | Solutions Marketing | Product Marketing

**Potential Employers:** Consumer Products Corporations | Service Providers | Industrial Goods Manufacturers | Software & Technology Companies | Advertising & Public Relations Firms | Market Research Firms

**Professional Associations:** American Marketing Association | American Advertising Federation | American Association of Advertising Agencies

**Related Occupations:** Advertising, Promotions, and Marketing Managers

### Retail

**Example Career Paths:** Management (Corporate | Regional | Store | Department) | Visual Merchandising | Space Planning | Sales | Direct Marketing | E-Commerce

**Potential Employers:** Discount Stores | Department Stores | Mass Merchants | Specialty Stores | Online Retailers | Advertising Agencies | Internet Marketing Companies | Home Shopping Networks

**Professional Associations:** Retail Industry Leaders Association | National Retail Federation

**Related Occupations:** Advertising, Promotions, and Marketing Managers | Merchandise Displayers | Sales Managers | Retail Sales Workers

### Sales

**Example Career Paths:** Retail | Industrial | Wholesale | Direct Marketing | Financial Services | Advertising | E-Commerce | Customer Service

**Potential Employers:** Discount Stores | Department Stores | Manufacturers | Mass Merchants | Specialty Stores | Online Retailers | Consumer Product Companies | Print/Electronic Media Outlets | Self-Employed/Independent Consultant

**Professional Associations:** National Association of Sales Professionals | Sales Management Association

**Related Occupations:** Advertising Sales Agents | Sales Managers | Retail Sales Workers | Wholesale and Manufacturing Sales Representatives
Market Research


Potential Employers: Large Corporations | Marketing Research Firms | Public Institutions | Management Consulting Firms | Advertising Agencies | Manufacturers | Retailers | Trade & Industry Associations | Government Agencies | Nonprofit Organizations

Professional Associations: American Marketing Association | Insights Association

Related Occupations: Market Research Analysts

Preparing for your Career

- Obtain retail experience through summer jobs, part-time jobs, or internships.
- Become familiar with software and technology related to sales, distribution, and inventory tracking.
- Maintain up to date knowledge of trends in design, retail, and merchandising through industry publications.
- Consider developing proficiency in multiple languages to increase marketability. Study abroad to gain multicultural experience.
- Supplement program with courses in marketing, accounting, and/or communications.
- Join relevant College of Business clubs to gain knowledge about professions of interest.
- Pursue internships to learn about the field and gain experience. Consider completing multiple internships during the school year and/or the summer to build more connections.
- Develop excellent communication skills and the ability to work well with others.
- Conduct informational interviews or shadow professionals in jobs of interest to learn more about their work and build a network of contacts.
- Look for companies that hire new graduates into rotational training or corporate leadership development programs to gain exposure to multiple functional areas.
- Curate your digital persona and showcase your branding, digital, and communication skills through your online presence.
- Become familiar with roles that often interact with marketing positions, such as sales.
WCIDWMM

What Can I Do With This Major? features 100 major profiles with information on common career paths, types of employers that hire in the field, and strategies to maximize opportunities. Scroll to the...

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