

Career

Paths

TEXTILE MARKETING

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.

Buying/Purchasing

Example Career Paths: Contract Management | Contract Negotiation | Global Buying | Indirect Sourcing | Procurement Analyst | Supplier Sourcing | Product Development | Planning & Allocation | Global Sourcing

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

Example Career Paths: Business Development | Customer Insights | Brand Strategy | Market Research Analyst | Performance Analyst | Product Research | E-Commerce

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.

This resource was adapted from What Can I Do With My Major.

For more, visit <https://web.uri.edu/career/wcidwmm/>

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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