



Do you notice the artistry in shop window displays?



2006 Model Behavior Merchandising fashion show

Do you follow trends in fashion, decorating, architecture, and design? Merchandising isn't all about numbers even though numbers do matter—why do some people spend \$600 on a pair of shoes? Whether you decide to work in retail, fashion, textiles, or a related field, the merchandising program will help you understand the vital links between buyers and sellers.

When you step up to the checkout counter, the clerk flashes a smile. "Find everything you need?" A successful merchandiser makes sure the answer is always yes. Customer satisfaction in a fast-evolving retail world depends on sellers' detailed knowledge of products, consumer demand, market trends, and promotion. Our merchandising program prepares you for a profitable career by helping you develop the mandatory communication skills and competence in product analysis, buying, planning, controlling inventory, and targeting markets. You'll know how to have the right merchandise at the right time, in the right quantities, and at the right price.

Degree Programs

- Bachelor of Science in Merchandising
- Minor in Merchandising

"I started school in Los Angeles, where I was attracted by the prospects of the fashion industry. But after transferring to NAU and experiencing both programs, I'm excited to be in such a small, friendly place and, in turn, having so many more opportunities at my disposal."

Rachel Gray, Merchandising major

Career Opportunities

Study to become an . . .	Prepare for a career in . . .
Advertiser	Accessories
Comparison shopper	Apparel
Decorator	Cosmetics
Fashion buyer	Retail
Fashion coordinator	Textiles
Fashion forecaster	
Fashion reporter	
Promotional writer	
Wedding consultant	

Explore Courses that Jump-start Your Career

Omigosh, that *dress*

What was she *thinking*?! Clothing is the second skin we choose to show the world. In **Cultural, Psychological, and Social Aspects of Clothing**, learn the *why* behind the wear—why we wear the things we do.

The way we were

From mammoth-skin cloaks to beavertail hats, clothing has evolved with our species. **The History of Clothing** traces this development from prehistoric times to the nineteenth century, with application to modern trends in dress.

Put on a show

Fashion Show Production, a studio course, traces the historic and contemporary development of the fashion show, culminating in the production and staging of a professional runway event.

Internships & Field Work

Your knowledge of professional practices and ethics begins in the classroom and expands in the marketplace. Internships provide an in-depth look at career opportunities. They are strongly recommended. You'll be prepared for, and encouraged to pursue, intern positions with major retailers and manufacturers such as Dillard's, Macy's, The Gap, and Guess.

Participate!

Northern Arizona Merchandising Association is a student society devoted to the advancement of professionalism in the merchandising program. Students meet with professionals in the field; sponsor fund-raising events; and visit trade shows, market centers, and design houses.

Study Abroad

Study for a summer, a semester, or an academic year in universities around the globe. We provide international education opportunities for all academically qualified students. Start your travel planning with a visit to nau.edu/international.

Finish in Four

Stay on a four-year track to your degree and save money in the process. The university guarantees access to the courses you'll need to graduate on time.

Visit nau.edu/finishinfour.