

The Fashion industry creates billions of dollars in revenue every year from consumers who purchase clothing, articles, shoes, and accessories. This industry is extremely diverse and offers a wide range of career opportunities including design, merchandising, manufacturing, distribution, marketing, retailing, advertising, communications, publishing, and consulting.

## What type of career can I have with this major?

Since this major is so comprehensive, you will have a variety of excellent employment opportunities.

- Account Executive
- Buyer
- Costume Designer
- Department Manager
- Designer
- Fashion Editor
- Fashion Graphic Artist
- Fashion Stylist
- Imaging Assistant
- Market Research Analyst
- Marketing Representative
- Media Sales Executive
- Merchandising Displayer
- Merchandising Distributor
- Merchandising Manager
- Operations Manager
- Patternmaker
- Print Designer
- Promotions Manager
- Public Relations Executive
- Retail Store Manager
- Retail Store Supervisor
- Sample Maker
- Seamstress Fashion Illustrator
- Technical Designer

## Where can I work?

This profession provides you with a choice of various work environments including government agencies, non-profit organizations, for-profit agencies, and public and private companies.

- Advertising Agencies
- Apparel Manufacturers
- Department Stores
- Design Studios
- Fashion Forecasting Firms
- Fashion Companies
- Magazines
- Motion Picture Industries
- Retail Businesses
- Pattern Manufacturers
- Performing Arts Industries
- Product Design and Development Companies
- Specialty Stores
- Television Productions
- Testing Facilities
- Theater Costume Department

## What type of professional organizations and resources are available in this industry?

There are many professional organizations that offer resources, articles, job opportunities, training and conference information. We suggest you visit each organization's website to gather more information and contacts in your field.

- American Apparel and Footwear Association
- Custom Tailors and Designers Association of America
- Costume Designers Guild
- Costume Society of America
- Council of Fashion Designers of America
- Fashion Group International
- International Association of Clothing Designers and Executives
- International Textile and Apparel Association
- Manufacturers' Agents National Association
- National Association of Schools of Art and Design
- National Retail Federation
- Shoe Service Institute of America
- United Garment Workers of America

## What type of Fashion program does San Diego Mesa College offer?

The program at San Diego Mesa College provides specialization in either Fashion Merchandising or Fashion Design. Fashion Merchandising prepares students for entry-level positions in sales, management, buying, visual presentation, promotion, and wholesaling for both men and women. A Fashion Design specialization focuses on sketching, sewing, draping, pattern making, and presentation skills that prepare students for entry-level positions in the manufacturing, designing, and home sewing industries. Degrees that specialize in technology are also available.

- Certificate of Achievement: Computer Fashion Technology: Design | Computer Fashion Technology: Merchandising | Fashion Design | Fashion Merchandising
- Associate in Science: Computer Fashion Technology: Design | Computer Fashion Technology: Merchandising | Fashion Design | Fashion Merchandising

*See college catalog for program descriptions, course titles, and areas of emphasis.*

### Associates Degrees/Certificates

#### Getting Started

- Step 1:** [Application](#) - Start by completing the online application for admission
- Step 2:** [Orientation](#) - Complete the online New Student Orientation (Flash player required)
- Step 3:** [Assessment](#) - Visit the Assessment office to learn about English and math testing
- Step 4:** [Advisement](#) - Complete the online First Semester Planning Workshop
- Step 5:** [Registration](#) - Register for classes

#### While You're Taking Classes

- |  |                      |                              |
|--|----------------------|------------------------------|
| Update your resume and craft a cover letter  | Attend job fairs     | Conduct industry research    |
| Look into volunteer/internship opportunities | Perform job searches | Think about transfer options |
- See the Transfer or Career Center for assistance*

### Transfer Options

#### Getting Started

- Join a professional fashion association as a student member
- Identify your intended major at the university(ies) you wish to apply by carefully looking at the program descriptions. This major is also known as: "Fashion Merchandising", "Fashion Design", and "Fashion Marketing & Management"
- Map out where you want to transfer for your fashion Bachelor's degree

#### Exploring your Emphasis/Concentration

An emphasis provides fashion majors an opportunity to explore a concentration within a broad degree. Unit requirements vary by institution. Most times declaring an emphasis is optional. Here are a few different emphases offered at surrounding universities:

- Textile • Fashion Design • Fashion Merchandising • Fashion Interior Design • Apparel Production • Fashion Retailing

#### Education Planning

##### **Fall semester 1<sup>st</sup> year (1-15 units):**

- 1) Attend transfer workshops    2) Review articulation agreements    3) Map general education (GE) requirements  
4) Identify 4-year institutions to apply    5) Attend a Transfer Fair    6) Meet with a counselor

##### **Spring semester 1<sup>st</sup> year (16-30 units):**

- 1) Continue to attend transfer workshops    2) Check-in with a counselor to make sure your educational plan is on track    3) Seeking tutoring assistance in the academic skills center to keep your grades competitive

##### **Fall semester 2<sup>nd</sup> year (31-45 units):**

- 1) Submit admissions applications to 4-year institutions: Fall for CSU/UC; Early spring for private and out-of-state institutions    2) Identify deadlines and due dates for admissions transcripts and other documents

##### **Spring semester 2<sup>nd</sup> year (46-60 units):**

- 1) Identify deadlines and due dates for admissions transcripts and other documents    2) Submit your FAFSA between January 1<sup>st</sup>-March 1<sup>st</sup>.    3) Turn in your deposit and registration forms to the institution you decide to attend.  
4) Attend the transfer orientation event(s) at your new campus    5) Complete academic coursework and transfer!

#### While You're Taking Classes

- Update your resume
- Prepare a cover letter
- Complete an internship in fashion
- Build your network
- Maintain a strong GPA
- Hold a leadership position in a fashion club/society
- Find a mentor
- Conduct informational interviews with individuals in your desired position(s)
- Visit your Career Center as much as possible!