



Make An Appointment Today!

Cañada Career Center is here to help you with your career and educational goals. Come in or call to make an appointment 650-306-3401.

Other tools that can help in your search include:

Eureka.org

The premier career and educational information website.

Assist.org

Is a student-transfer information system that shows how course credits earned at one public California college or university can be applied when transferred to another.

Careervoyages.gov

Web site of the U.S. Dept. of ED
Online.onetcenter.org
Occupational informational network

CareerZone.org/budget/index

Research the lifestyle you want to have and how much it will cost you.



Cañada College
Career Center

4200 Farm Hill Blvd
Redwood City, CA 94061

For more information
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E-mail: cancareercenter@smccd.edu

What Can I Do With A Fashion Merchandising Degree?



Cañada College
Career Center



Personal Characteristics

Your Personal characteristics will aid you in being successful. These abilities may be natural and can be improved by using them.

Above average ability to:

- Catch on to things
- Question customers about preferences
- Negotiate prices
- Persuade others
- Read and understand trade journals
- Write fashion forecasts

Average ability to:

- Add and subtract quickly
- Use numbers to determine costs and write orders
- Use color perception

Ability to:

- Use form perception to verify figures on orders and to determine shapes and figures on textiles and fabrics and in displays
- Get along well with other people
- Judge quality and whether a "line" of clothing will sell
- Interpret the attitude of customers
- Make judgments using knowledge or experience

An interest in:

- Coordinating data and resources

Enjoy:

- Having business contact with people

Demonstrate:

- Physical stamina that you can set the company image with a professional wardrobe



Major or Programs of Study

- Accounting
- Banking and Finance
- Business Management and Administration
- Economics
- Clothing and Textiles
- Floral Design
- Insurance
- Journalism and Communications
- Real Estate
- Transportation Management

State and National Wages

Current Monthly Wage Data (2011) from [California Labor Market Information \(LMI\)](#)
* indicates no data available

LMI Occupation	Entry/Low Pay	Average Pay	Top Pay
Marketing Managers	\$7,953	\$11,731	*
Wholesale & Retail Buyers, Ex. Farm Products	\$3,225	\$4,676	\$5,624 & up

Current Monthly Wage Data (2011) from the [Bureau of Labor Statistics](#)
SOC (Standard Occupational Classification) Occupation Titles

SOC Occupation	Entry Pay	Average Pay	Top Pay
Marketing Managers	\$5,019	\$10,516	\$15,600 & up
Wholesale & Retail Buyers, Ex. Farm Products	\$2,464	\$4,734	\$7,562 & up

State and National Trends

Current Employment Projections to 2018 from [California Labor Market Information \(LMI\)](#)

LMI Occupation	Estimated Jobs 2008	Expected Jobs 2018	Openings due to Growth	Openings due to Replacements	Expected Yearly Job Openings
Marketing Managers	35,800	38,800	300	770	1,070
Wholesale & Retail Buyers, Ex. Farm Products	18,300	18,400	10	460	470

Current Employment Projections to 2020 from the [Bureau of Labor Statistics](#)
SOC (Standard Occupational Classification) Occupation Titles

SOC Occupation	Estimated Jobs 2010	Expected Jobs 2020	Openings due to Growth	Openings due to Replacements	Expected Job Openings per Year
Marketing Managers	178,200	202,400	24,200	51,800	7,600
Wholesale & Retail Buyers, Ex. Farm Products	122,000	133,000	11,000	30,700	4,170

**Some statements of income may reflect on a bachelor's degree or higher education.*

**Information provided by Eureka.org*



Related Career Occupation

- Apparel Sales Representatives
- Clothes Designers
- Clothing Patternmakers
- Color Consultants
- Image Consultants
- Models
- Sewing Machine Operators
- Tailors and Garment Fitters
- Textile Machine Operators
- Wardrobe Supervisors
- Advertising Salespeople
- Apparel Sales Representatives
- Art Gallery Owners
- Auctioneers
- Brand Managers
- Business Services Managers
- Buyers and Purchasing Agents
- Clothes Designers
- Consultants
- Consumer Products Dealers
- Costumed Characters
- Customer Service Representatives
- Fashion Merchandisers
- Wedding Consultants

