

# MERCHANDISING, APPAREL *and* TEXTILES

## A Degree That's Always in Style

Merchandising, Apparel and Textiles (MAT) students blend creativity with business by exploring market trends, retail strategies, supply chains and more across the global marketplace.

MAT students learn about industry practices within development, sourcing, marketing, and merchandising of consumer goods and services.

Through MAT courses, students build skills in:

- **visual merchandising**
- **sketching and design**
- **buying and sourcing materials**
- **event planning**

## CAREERS

Graduates of this program find careers in which they apply both creative and business skills. Potential career paths may include:

### **Purchasing Managers and Agents<sup>2</sup>**

*buyers and agents buy products and services for organizations, while managers supervise purchasing*  
2019 Median Pay: \$69,600

### **Sales Manager<sup>2</sup>**

*direct organizations' sales teams*  
2019 Median Pay: \$126,640

### **Retail District Managers<sup>3</sup>**

*oversee the operations of multiple stores within a region*  
2020 Median Pay: \$65,398

### **Management Analysts<sup>2</sup>**

*propose ways to improve an organization's efficiency*  
2019 Median Pay: \$85,260  
Ten-Year Job Outlook: 14% (much faster than average)

<sup>1</sup> *Ag and Food Sectors and the Economy, 2019, EUSDA*

<sup>2</sup> *U.S. Bureau of Labor Statistics, 2018, Occupational Outlook Handbook, www.bls.gov/ooh/*

<sup>3</sup> *Glassdoor, 2020*

# 42 MILLION

American jobs are supported  
by the retail industry<sup>1</sup>



### Program Contact

Amber Gray  
amber.gray@uky.edu  
(859) 257-7776  
316 Erikson Hall

For more program info, take a photo of this code with your smartphone. No special app required.

## DID YOU KNOW?

Each year, MAT students host their Color Me Spring fashion show and fundraiser. From event planning to fundraising, this event helps students build valuable skills for the workplace. Funds generated through the annual fashion show provide support for MAT students to attend state and national conferences as well as host on-campus guest speakers.



## MERCHANDISING, APPAREL, AND TEXTILES

is equal parts business and creativity. With our community partnerships, international programs, and alumni network, you'll have plenty of opportunities to build an impressive resume.



## GET INVOLVED

### Color Me Spring Fashion Show

students showcase their work in this annual fundraising fashion show

### Retailing and Tourism Management Club

prepares students for various managerial positions in diverse and growing market segments

### Alternative Service Breaks

providing students with service immersion opportunities and experiences during academic breaks

### Student Activities Board (SAB)

contribute to event planning and marketing efforts for events campus-wide and in local communities



## HIGHLIGHTED COURSES

### MAT 237: Aesthetics in Retailing

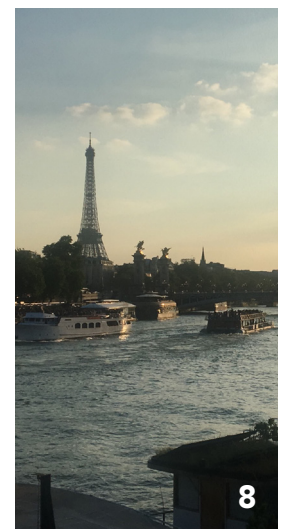
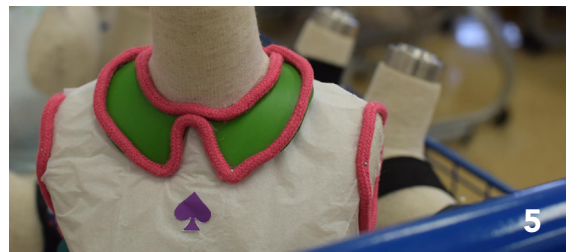
This course introduces students to design and aesthetic principles as they apply to the promotion of retail and wholesale organizations. Students learn about visual merchandising, special event promotion, and public relations.

### MAT 395: Independent Study in Merchandising, Apparel and Textiles

Independent studies give students the opportunity to study an area of special interest under the direction of a faculty member. Students can gain laboratory, studio, and/or research experience in this course.

### MAT 480: Study Tour

This course allows students to participate in a week-long domestic or international study tour with professional visits and tourism activities to expose students to merchandising activities and careers. In the past, students have travelled to Italy, France, New York and more.



**Photo 1:** MAT students posing on the streets of New York during a study tour trip

**Photo 2, 3 & 4:** Snapshots of models, displays and participants in the annual Color Me Spring Fashion Show and Silent Auction

**Photo 5:** Students' work in MAT 114, a course where students repurpose materials from retailers to create a display that is representative of their brand

**Photo 6 & 7:** Snapshots of the Louvre from the MAT study abroad program in Paris

**Photo 8:** Paris scenery experienced by MAT students during an international study tour