As a student in one of the only retail merchandising programs in the country that is located within a design college, you will develop a unique design focus and complete a creative curriculum that gives you an edge in the retail world.

Focusing on the bridge between design and business, you will apply your learning to a wide range of areas—promotion, consumer behavior, buying, sourcing, retail technology, marketing, human resource management and creative leadership, distribution, and design.

You will start your studies with coursework that emphasizes design thinking, visual literacy, creative problem solving, and business analysis and leadership skills. This retail merchandising program works closely with the Carlson School of Management to provide you with a holistic education and combine your creative design skills with strategic business practices. You’ll be able to customize your area of study within the program so that you can explore specialty areas and choose courses that align with your goals.

Graduates begin their careers in a variety of corporate or store environments with key roles, such as merchandising, marketing, product development, distribution, store management, visual merchandising, advertising, sales promotion, and human resources.
Visit the College of Design blog to read more about student work and experiences. You can also follow the College of Design on Facebook, Twitter, and Instagram for news, events, and a behind the scenes look into the lives of our design students.

**Related Student Organizations:** Fashion and Business Club, National Retail Federation UMN Student Organization

**Study Abroad Options**

Find out more about learning abroad options for retail merchandising majors.

![Image of students shopping](image)

**You might also explore**

- Fashion Studies Minor
- Apparel Design
- Graphic Design
- Journalism and Mass Communication
- Marketing
- Communication Studies
- Economics

**Associated Careers**

Advertising, Marketing, and Public Relations Managers; Business Analysts; Buyers
and Purchasers; Merchant Analysts; Product Developer Coordinators; Visual Merchandiser