



APPAREL MERCHANDISING AND PRODUCT DEVELOPMENT

BGSU
COLLEGE OF EDUCATION
AND HUMAN DEVELOPMENT

The apparel merchandising and product development (AMPD) program at Bowling Green State University is a comprehensive program that focuses on preparing future professionals for exciting, challenging and fast-paced careers in the fashion industry.

College of Education and Human Development – Apparel Merchandising and Product Development

Points of Pride

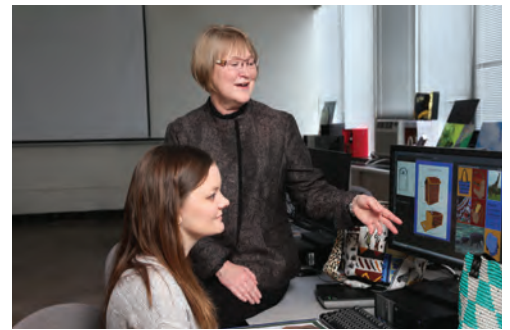
- Ranks in top 25 percent of fashion merchandising schools in the U.S.
- Students are prepared for a wide variety of career options such as merchandising, product development, retail management, marketing and fashion forecasting
- Co-op, internship and study abroad opportunities in places such as Chicago, New York City, Paris, Milan and London
- Marketing minor option
- Fashion Institute of Technology one-year visiting student program in New York City
- National Retail Federation student chapter
- Newly upgraded labs and classrooms

Our Students Find Jobs

Top-level employers recognize the strength of this program and seek out BGSU students for jobs and internships. Students have gone on to work for companies including Express, Nordstrom, Macy's, Bloomingdale's, Victoria's Secret, Coach, Loft and Columbia Sportswear Co., to name a few.

"This program gave me a **solid foundation** for my work today. Supplementing an AMPD degree with courses in entrepreneurship and marketing is a great way to **stay ahead of the ever-changing retail environment.**"

Barrett Evans '06, Leadership Institute Director, Macy's



Faculty Spotlight

Associate Professor and AMPD Program Coordinator Dr. Diane Frey serves as the faculty liaison for the Fashion Institute of Technology (FIT) visiting student program, providing invaluable guidance to BGSU students during the application process – leading to 99 percent of BGSU students being accepted into the highly selective program.

She also has initiated international partnerships with Kenyan entrepreneurs and schools for women and developed a BGSU service-learning course that allows AMPD students to gain exposure to African culture and design and international networks that may not have otherwise been available.

For more information

Apparel Merchandising and Product Development

419-372-7842

bgsu.edu/ampd

MAJOR MAP

APPAREL MERCHANDISING AND PRODUCT DEVELOPMENT

Bachelor of Science **Marketing Minor**

CLASS OPTIONS	Freshman	Sophomore	Junior	Senior
GOOD ADVICE	Meet with your advisor in Undergraduate Student Services Office (102 Education Building) and attend at least one AMPD Faculty Mentorship meeting in the Spring. Attend class regularly. Achieve a strong GPA.	Meet with your assigned AMPD faculty advisor to plan for timely graduation, ensuring best sequencing of courses. Use Learning Commons services located in Jerome Library. Attend classes. Achieve a strong GPA.	Meet with your assigned AMPD faculty advisor to plan for timely graduation, ensuring best sequencing of courses. Use Learning Commons Services in Jerome Library. Maintain a strong GPA.	Attend classes. Achieve a strong GPA. Complete a graduation audit with an advisor in the Undergraduate Student Services Office (102 Education Building). Apply for graduation in the beginning of the semester you are graduating.
RELEVANT EXPERIENCE	Complete CO-OP 50 (Summer) part-time position in apparel retail; community volunteer work; obtain relevant work experiences for AMPD majors. Participate in the AMPD Student Assoc. and/or American Marketing Assoc.	Complete AMPD 3890 Internship I (Fall, Spring and/or Summer). Gain skills in selling, visual merchandising, customer service. Learn about brands and product knowledge.	Complete AMPD 4890 Internship II (Summer). Interview for corporate-level internship opportunities in early winter for a summer internship.	 <p>Continue working in relevant employment positions. Network with professionals in the textile and apparel industry.</p>
USEFUL CONNECTIONS	Attend the annual AMPD Career Day. Meet with industry professionals and peers to gain an inside perspective of the field. Join the BGSU National Retail Federation Student Association. Use Learning Commons located in Jerome Library.	Attend AMPD Career Day and connect with professionals to attain internships or a full-time position. Talk to industry professionals and peers to determine career interests. Be actively involved in BGSU National Retail Federation Student Association.	 <p>Seek a leadership role in the BGSU National Retail Federation Student Association. Attend the National Retail Federation's global "Big Conference" in NYC to network with industry professionals, interview for internships and gain insider knowledge. Continue to seek out employment opportunities, service-learning and community involvement activities. Attend the annual AMPD Career Day to connect with professionals to attain a full-time job.</p>	
GLOBAL VIEWS	<p>Investigate study abroad programs offered through the College of Education and Human Development and the Education Abroad and International Partnerships Program.</p> 	<p>Review Education Abroad options at bgsu.edu/educationabroad.</p> <p>Attend international or multicultural events on campus to broaden your global perspectives.</p>	<p>Participate in a summer study abroad opportunity in France, Italy, England, etc. Obtain internships in apparel company's home office in sourcing and merchandising.</p>	<p>Participate in a study abroad opportunity or work with a faculty member on an international project. Obtain internships in apparel company's home office in sourcing and merchandising.</p>
CAREER PREP	<p>Start thinking about internship experiences. Visit the BGSU Career Center and attend two seminars. Upload your resume onto WorkNet. Enroll in the Falcon Internship Guarantee program through the BGSU Career Center.</p>	<p>Attend Career Center seminars on interviewing skills. Seek volunteer, service-learning, or employment opportunities to enhance your career skills, knowledge and opportunities.</p> 	<p>Attend Career Center seminars. Complete mock interviews. Meet with faculty mentor to discuss your internships and touch base with an advisor in the BGSU Career Center.</p>	<p>Update your resume and upload it on to WorkNet. Visit the BGSU Career Center for assistance in searching for job opportunities. Prepare an exit plan from college to beginning your career.</p>