



Textile and Apparel Management

Learn the Art and Science of the Fashion Industry!

**Digital Merchandising Certificate
for Resident Students**



University of Missouri

❖ The Certificate in Digital Merchandising prepares undergraduate students for careers in the rapidly growing and dynamic field of digital merchandising.

❖ Potential career positions in:

- ✓ Digital Merchandiser
- ✓ Digital Merchandising Content Specialist
- ✓ Ecommerce Merchandise Buyer
- ✓ Ecommerce Planner/Allocator
- ✓ E-mail Marketing Manager
- ✓ Digital and Social Media Specialist
- ✓ Online Visual Merchandiser
- ✓ Usability and A/B Testing Specialist

REQUIREMENTS:

- A minimum of 18 credit hours.
- At least 15 of the 18 total credit hours must be taken at the University of Missouri.

REQUIRED CLASSES:

- TAM 2100 Introduction to Digital Presentation Techniques
- TAM 2300 Retail Finance and Merchandise Control
- TAM 3700 Omnichannel Retailing in the Digital World
- TAM 4000 Digital Marketing Strategies for Fashion
- TAM 4400 The Clothing/Textile Consumer: Data Analytics
- TAM 4600 Digital Merchandising

CONTACT US TODAY:

Nicolette Leiby at nleiby@missouri.edu

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