

What Can I Do With a Major In...

Major: Digital Retailing

<https://cmht.unt.edu/home>

What is Digital Retailing?

<http://www.unt.edu/majors/udrtl.htm>

Want to be part of the fastest-growing sector in the retail industry? Are you fascinated by retailing, merchandising and technology? Companies are placing more emphasis on digital retailing as they respond to today's connected consumers. Consumers expect seamless experiences across all touchpoints and devices whether in-store, at home, at work or on the road. Professionals are needed who understand the unique merchandising characteristics of the digital and brick-and-mortar formats and how to leverage omni-channel experiences.

Your Future in Digital Retailing

<https://mdr.unt.edu/content/digital-retailing>

Graduates of the program pursue careers such as:

- E-commerce manager
- E-commerce merchandiser
- Web analytics specialist
- Web merchandiser
- Forecasting and planning specialist
- Usability and A/B testing specialist
- Search engine optimization/search engine marketing manager
- Project manager
- Social media manager

Digital Retailing students take courses in design architecture, social media, digital retailing analytics, consumer behavior, buying, sourcing, and logistics.

Related Career Titles (with OnetOnline links)

Entry-Level (Bachelor's Degree):

Business Development Manager

Category Optimization Manager

Copy Writer

Customer Care/Shopping Cart Specialist

Digital Analytics Specialist

Digital Content Specialist

Digital Marketing Manager

Digital Production Coordinator

Display/Affiliate/Datafeed Marketing
Specialist

E-Commerce Analyst

E-Commerce Manager

E-Commerce Merchandiser

E-Commerce Strategist

Email Marketing Specialist

Forecasting and Planning Specialist

Merchandise Execution Specialist

Mobile Commerce Specialist

Online Editorial Specialist

Online Merchant

Pricing Specialist

Product Manager

Project Manager

Search Engine Optimization

Search Engine Marketing Manager

Site Operations Manager

Site Search Manager

Social Media Manager

Usability and A/B Testing Specialist

User Center Designed Web Application
Developer

Web Analytics Specialist

Web Merchandiser

Jobs Requiring Additional Education or Experience:

Advertising

Banking

E-commerce

Fashion Designer

Finance

Insurance Agent

Interior Designer

Market Research Analyst

Marketing Assistant

Real Estate Agent

Regional Manager

Store Manager

Store Owner

*Also see **What Can I Do With a Major In Merchandising** and
What Can I Do With a Major In Home Furnishings Merchandising for more career possibilities*

Related Work Sites

Advertising Agencies

Apparel Wholesale Firms

Building Materials Stores

Call Centers

Clothing Stores

Consumer Product Companies

Department Stores

Design Firms

Discount Stores

Electronics Stores

Financial Companies

Furniture Stores

Grocery Stores

Home Furnishings Stores

Home Shopping Networks
Independent Retailers
Insurance Companies
Internet Marketing Companies
Manufacturing Companies
Mass Merchants
Media Organizations
Networking Abilities

Non-profit Organizations
Online Retailers
Print and Electronic Media Outlets
Privately Owned Establishments
Retail Corporate Offices
Retail Stores
Sporting Goods Stores
Telemarketing

Skills to Develop to Include on a Resume

Active listening
Advertising and Promotions experience
Analytical thinking
Attention to detail
Budget and fiscal management
Compare products, prices, and markets
Competitive drive
Creative problem solving
Customer Service foundation
Decisiveness
Demonstrate enthusiasm
Forecasting Skills
Independence
Initiative
Interpersonal skills
Knowledge of consumer preferences
Knowledge of languages, customs, cultures
Leadership
Marketing skills
Negotiating skills

Networking Abilities
Organizational skills
Patience and perseverance
Persuasiveness
Planning projects
Presenting information
Public speaking
Quick decision making
Sales/Retail Experience
Stress management
Strong computer knowledge
Supervisory Skills
Teamwork
Willingness to travel/relocate
Willing to work weekends, holidays,
evenings, and long or unusual hours
Work well under pressure
Work well with different types of people
Written and oral communication skills

Exploring Careers in Digital Retailing

Apparel Search: <http://www.apparesearch.com/>
Career Overview: <http://www.careeroverview.com/retail-marketing-careers.html>
Fashion Career Advice: http://www.fashioncareercenter.com/career_advice.html
Fashion Careers: <http://www.fashioncareerstips.com/>
Infomat: <http://www.infomat.com/>
Internet Retailer: <http://www.internetretailer.com/hot100/list/mass-merchants/>
National Retail Federation:
<https://nrf.com/who-we-are/retail-communities/digital-retail-shoporg>
Retail Wire: <http://www.retailwire.com/>

Study.com:

[http://study.com/articles/Career Information for a Degree in Merchandising Marketing Sales and Distribution.html](http://study.com/articles/Career_Information_for_a_Degree_in_Merchandising_Marketing_Sales_and_Distribution.html)

This is Retail: <https://nrf.com/who-we-are/this-is-retail>

Professional Associations

American Apparel and Footwear Association: <https://www.wewear.org/>

Dallas/Fort Worth Retail Executives Association: <http://www.dfwrea.org/>

International Textile and Apparel Association: <http://itaaonline.org/>

National Retail Federation: <https://nrf.com/>

Professional Retail Store Maintenance Association: <http://www.prsm.com/>

Retail Industry Leaders Association: <http://www.rila.org/Pages/default.aspx>

United Association Manufacturers' Representatives: <http://www.uamr.com/>

World Alliance for Retail Excellence & Standards: <http://www.retailworldalliance.com/>

Student Organizations

CMHT Ambassadors: <http://cmht.unt.edu/ambassadors>

CMHT International: <http://cmht.unt.edu/international-org>

CMHT Living and Learning Community: <http://cmht.unt.edu/living-and-learning-community>

Merchandising Inc.: <http://www.merchandisingincorporated.com/>

NRF Student Association: <https://mdr.unt.edu/content/student-organizations>

UNT Student Organizations: <http://studentaffairs.unt.edu/student-organizations>

Job Search Links

All Retail Jobs: <http://www.allretailjobs.com/>

Anderson Merchandisers: <http://amerch.com/careers/careers-at-anderson/>

Eagle Careers: studentaffairs.unt.edu/eagle-careers

Fashion Jobs: <http://us.fashionjobs.com/world/#r>

Fashion Net: <http://www.fashion.net/jobs/>

Lawrence Merchandising Services: <http://www.lmsvc.com/careers/>

Merchandising Jobs: <http://merchandising.jobs.net/>

Quest Merchandiser: http://questmerchandiser.no-ip.org:8045/asp/ICS_QM/Default.aspx

Retail Jobs: <http://www.job-applications.com/retail-jobs/>

Retail Merchandising Services:

<https://www.rmsservicing.com/become-a-retail-merchandiser.aspx>

Style Careers: <http://www.stylecareers.com/>

UNT Merchandising: <http://mdr.unt.edu/content/job-postings>

Work in Retail: <http://www.workinretail.com/>

Internship Search Links

America's Job Exchange: <http://www.americasjobexchange.com/>
Career Rookie: <http://www.career rookie.com/>
College Grad: <https://collegegrad.com/>
Eagle Careers: <http://studentaffairs.unt.edu/eagle-careers>
Indeed: <http://www.indeed.com/>
InternJobs: <http://internjobs.com/>
Internships: <http://www.internships.com/>
Jobing: <http://www.jobing.com/>
Jobs Flag: <http://www.jobsflag.com/>
Jobs Radar: <http://www.jobsradar.com/>
Link Up: <http://www.linkup.com/>
LinkedIn: https://www.linkedin.com/jobs/?trk=hb_ft_jobs
Zip Recruiter: <https://www.ziprecruiter.com/>

Don't forget to search job and internship postings on each company's individual website!

Find a Mentor

LinkedIn: <https://www.linkedin.com/>

Additional Resources

Bankrate Cost of Living Calculator: <http://www.bankrate.com/calculators/savings/moving-cost-of-living-calculator.aspx>
CareerHMO: <http://careerhmo.com/>
CareerOneStop: <http://www.careeronestop.org/>
CareeRealism: <http://www.careerealism.com/>
CollegeGrad: <http://www.collegegrad.com/jobs>
GlassDoor: <http://www.glassdoor.com/index.htm>
Going Global: <http://online.goingglobal.com/default.aspx>
LinkedIn: <http://university.linkedin.com/linkedin-for-students.html>
mySkills myFuture: <http://www.myskillsmyfuture.org/>
Salary Calculator Center: www.jobsearchintelligence.com/salary-calculator-intro/-etc
Occupational Outlook Handbook: <http://www.bls.gov/ooh/>
O*NET OnLine: <http://www.onetonline.org/>
PayScale Salary Survey: <http://www.payscale.com/wizards/choose.aspx>
Sperling's Compare Cost of Living: <http://www.bestplaces.net/cost-of-living/>

Need help figuring all this out? Call the Career Center and make an appointment with your Career Development Specialist! You can also get help with resume and cover letter writing and interview skills preparation.

**Information for this handout compiled from the following Career Services Departments:*

Central Washington University: <http://www.cwu.edu/career/>

Indiana University-Purdue University Fort Wayne: <http://www.ipfw.edu/offices/career/>

Texas State University: <http://www.careerservices.txstate.edu/>

University of North Carolina Wilmington: <http://www.uncw.edu/career/index.html>

University of North Texas: <http://studentaffairs.unt.edu/career-center>

University of Tennessee-Knoxville: <http://career.utk.edu/>

University of Wisconsin-Eau Claire: <http://www.uwec.edu/Career/index.htm>

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