

# [Fashion institute of design and merchandise](https://assignbuster.com/fashion-institute-of-design-and-merchandise/)

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Merchandise marketing has always been a subject of interest to me. The American Marketing Association explains merchandising marketing as " The planning involved in marketing the right merchandise or service at the right place, at the right time, in the right quantities, and at the right price." I am present-minded and very focused towards my goal which will assist me to fulfill the requirements of merchandising marketing. Not only this, but I also have excellent communication skills and good knowledge regarding advertising which will help me to gain command over the subject and hence I have chosen merchandising marketing as my major.

The graduates from the Fashion Institute of Design and Merchandise succeed in their respective fields and I also have the potential to go ahead and achieve excellent progress. I will uphold the name of the college and put in all my strength and knowledge during my studies and even after that. I will study and work with all my capabilities. The university always invests in talent and its aim of the investment is to produce professional individuals possessing the best capabilities. I will work to achieve outstanding results which will prove the fact that their investment was a profitable one and produced the desired results.