

# MERCHANDISING MANAGEMENT OPTION

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This option is offered within the following major(s):

- Business Administration - College of Business (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs>)

Students in the Merchandising Management option prepare for retail management positions, merchandising positions related to product development and manufacturing, and merchandising positions related to retail. In a global, diverse, and fast-paced, competitive environment, merchandisers are involved in market analysis, business planning, assortment planning, sourcing, pricing, distribution and visual presentation of apparel and textile products to satisfy the needs of the consumer.

Code	Title	Hours
<b>Required Courses</b>		
DSGN 255	TEXTILES	4
DSGN 276	INTRODUCTION TO MERCHANDISING MANAGEMENT	4
DSGN 330	^FASHION FORECASTING AND MARKET ANALYSIS	4
DSGN 377	RETAIL AND MERCHANDISING	4
DSGN 471	RETAIL PRESENTATION STRATEGIES	4
DSGN 472	MERCHANDISE PLANNING AND CONTROL	4
MRKT 492	CONSUMER BEHAVIOR	4
MRKT 495	RETAIL MANAGEMENT	4
Total Hours		32

^ Writing Intensive Course (WIC)

**Option Code: 782**