

# 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.

## Option Code: 782

Code	Title	Credits
<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		4
MRKT 492	CONSUMER BEHAVIOR	4
MRKT 495	RETAIL MANAGEMENT	4
Total Credits		32

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Writing Intensive Course (WIC)

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