

MERCHANDISING MANAGEMENT UNDERGRADUATE MAJOR (BS, HBS)

Students in the Merchandising Management program prepare for a variety of positions centered on researching, planning, and executing customer-right assortments of products and services. Graduates from this program can be found working for apparel, footwear, and hardline manufacturers as merchants who assist retailers in building product assortments, as product development coordinators who work with merchants and designers, as demand planners who predict what and how much needs to be produced for a given season, and as product creation support. They can also be found working for retailers as buyers and planners who work together to identify the right quantities and the right products to include in assortments, as merchants who work with buyers and design teams, as in-store merchandisers, and as store managers.

Merchandising Management major requirements are divided into two parts—lower-division and upper-division. The lower-division design core program involves completion of courses within the first and second year (see core curriculum below) that build a solid foundation for the upper-division merchandising curricula. The lower-division design core course work may be completed at OSU or any accredited college or university that offers equivalent courses transferable to OSU.

Code	Title	Hours
Summary of Requirements		
<i>Lower Division</i>		59-62
Design Core Courses (31-34)		
Merchandising Management Course (4)		
Art, Communications, Economics, Math, Statistics, and Writing (24) ¹		
<i>Upper Division</i>		66
Design Core Courses (39) ²		
Merchandising Management Courses (27)		
University General Education Requirements		24
Unrestricted Electives		28-31
Total credits required for graduation		180

¹ 21 credits from lower-division merchandising management major satisfy University General Education Requirements

² 7 credits from upper-division merchandising management major satisfy University General Education Requirements

Merchandising Management Program Requirements (180)

Merchandising Management Core Curriculum (74–77)

The Merchandising Management core curriculum provides students with a broad overview of design thinking and processes.

Code	Title	Hours
Mathematics and Statistics		
MTH 111	*COLLEGE ALGEBRA	4
ST 201	PRINCIPLES OF STATISTICS	4

Economics		
ECON 201	*INTRODUCTION TO MICROECONOMICS	4
Art		
ART 101	*INTRODUCTION TO THE VISUAL ARTS	3
ART 206	*INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY	3
or ART 204	*INTRODUCTION TO WESTERN ART: PREHISTORY TO THE HIGH MIDDLE AGES	
or ART 205	*INTRODUCTION TO WESTERN ART: GOTHIC TO BAROQUE	
ART 367	*HISTORY OF DESIGN	3
Written and Oral Communication		
COMM 111	*PUBLIC SPEAKING	3
or COMM 114	*ARGUMENT AND CRITICAL DISCOURSE	
or COMM 218	*INTERPERSONAL COMMUNICATION	
WR 222	*ENGLISH COMPOSITION	3
or WR 323	*ENGLISH COMPOSITION	
or WR 327	*TECHNICAL WRITING	
University General Requirements ¹		24
Unrestricted Electives		25-28
Students are provided elective credits to enable them to achieve a degree of specialization and depth to match their interests.		
Minor ²		27

¹ The ART, COMM, ECON, MTH, and WR classes above meet the university's baccalaureate core requirements for Mathematics, Social Processes and Institutions, Writing II, Speech, Western Culture, Literature and Arts, and Science, Technology and Society. All students must meet the other baccalaureate core requirements and the other requirements for baccalaureate degrees. (See Earning a Degree at OSU (<http://catalog.oregonstate.edu/earning-degrees>).)

² Students are encouraged to choose a university-approved minor that consists of a minimum of 27 credits, with at least 12 credits at the upper-division level. Students are responsible for determining whether the minor has been approved for transcript visibility and to request the notation on their transcript. Students may also choose to complete a coherent set of non-business courses to support their career goals.

Merchandising Management Major

Course	Title	Hours
First Year		
Students entering OSU on the Corvallis campus as their first college experience are required to participate in Innovation Nation, the College of Business Living-Learning Community (LLC). These students, as well as students who transfer in the winter term into the merchandising management major from another college or university, will complete the following three-course sequence during their first year:		
BA 160	B-ENGAGED	
BA 161	INNOVATION NATION-AWARENESS TO ACTION	
BA 162	INNOVATION NATION-IDEAS TO REALITY	
All other students will complete the following courses:		
BA 101	BUSINESS NOW	6

2 Merchandising Management Undergraduate Major (BS, HBS)

All students should also complete:

ART 101	*INTRODUCT TO THE VISUAL ARTS	3
COMM 111 or COMM 114 or COMM 218	*PUBLIC SPEAKING or *ARGUMENT AND CRITICAL DISCOURSE or *INTERPERSONAL COMMUNICATION	3
DSGN 121	COMPUTER AIDED DESIGN	3
MTH 111	*COLLEGE ALGEBRA	4
WR 121	*ENGLISH COMPOSITIO	3
General Baccalaureate Core courses		21
Note: Students entering design programs should have basic art and illustration skills. ART 115, Foundations: 2-D (4), and ART 117, Foundations: 3-D (4), are highly recommended elective courses.		
		Hours 43

Second Year

All students should complete the following courses*:

BA 280	BUSINESS INSIGHTS (Transfer students only)	
BA 281	PROFESSIOI DEVELOPME	3
DSGN 282	PERSONAL, PROFESSIONAL, AND LEADERSHIP DEVELOPMENT I	1
DSGN 283	PERSONAL, PROFESSIOI AND LEADERSHIP DEVELOPME II	1
DSGN 284	PERSONAL, PROFESSIONAL, AND LEADERSHIP DEVELOPMENT III	1

*Students who transfer from another college or university into the merchandising management major who have completed all lower-division design core course work should complete the following course:

BA 381	PERSONAL AND PROFESSIONAL DEVELOPMENT
--------	--

All second-year students should also complete:

ART 206 or ART 204 or ART 205	*INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY or *INTRODUCTION TO WESTERN ART: PREHISTORY TO THE HIGH MIDDLE AGES or *INTRODUCTION TO WESTERN ART: GOTHIC TO BAROQUE	3
BA 260	INTRODUCTI TO ENTREPREN	4
DSGN 244	COLOR INNOVATION	4
DSGN 255	TEXTILES	4
DSGN 276	INTRODUCTION TO MERCHANDISING MANAGEMENT	4
DSGN 281	DRAWING AND SKETCHING	4
ECON 201	*INTRODUCTION TO MICROECONOMICS	4
ST 201	PRINCIPLES OF STATISTICS	4
WR 222 or WR 323 or WR 327	*ENGLISH COMPOSITION or *ENGLISH COMPOSITION or *TECHNICAL WRITING	3
Baccalaureate core, minor courses, or unrestricted electives		7
		Hours 47
Third Year		
ART 367	*HISTORY OF DESIGN	3
BA 315	ACCOUNTING FOR DECISION MAKING	4
BA 352	MANAGING INDIVIDUAL AND TEAM PERFORMAI	4
BA 354	*MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4

BA 390 or BA 223	MARKETING or PRINCIP OF MARKET	4
DSGN 330	*FASHION FORECASTING AND MARKET ANALYSIS	4
DSGN 333	HISTORY OF CONTEMPOI FASHION	4
DSGN 341	DESIGN THINKING AND PROCESS INNOVATION	4
DSGN 356	SPECIFICAT AND EVALUATION OF PERFORMAI MATERIALS	3
DSGN 377	RETAIL AND MERCHANDISING	4
MGMT 364	PROJECT MANAGEME	4
Baccalaureate core, minor courses, or unrestricted electives		3
Hours		45
Fourth Year		
DSGN 471	RETAIL PRESENTATION STRATEGIES	4
DSGN 472	MERCHAND PLANNING AND CONTROL	4
DSGN 473	RETAIL STRATEGIES PRACTICUM	4
DSGN 475	*GLOBAL SOURCING OF TEXTILES, APPAREL, AND FOOTWEAR	4
MRKT 492	CONSUMER BEHAVIOR	4
MRKT 495	RETAIL MANAGEME	4
Baccalaureate core, minor courses, or unrestricted electives		21
Hours		45
Total Hours		180

* Baccalaureate Core Course (BCC)

^ Writing Intensive Course (WIC)

Major Code: 416

Course	Title	Hours
First Year		
Fall		
BA 160	B- ENGAGED	3

MTH 111	*COLLEGE ALGEBRA	4
WR 121 or COMM 111 or COMM 114 or COMM 218	*ENGLISH COMPOSITION or *PUBLIC SPEAKING or *ARGUMENT AND CRITICAL DISCOURSE or *INTERPERSONAL COMMUNICATION	3

Bacc Core Science	Hours	14
-------------------	-------	----

Winter

ART 101	*INTRODUCT TO THE VISUAL ARTS	3
BA 161	INNOVATION NATION- AWARENESS TO ACTION	3
WR 121 or COMM 111 or COMM 114 or COMM 218	*ENGLISH COMPOSITIK or *PUBLIC SPEAKIN or *ARGUM AND CRITICAL DISCOUF or *INTERP COMMUI	3

Bacc Core: Fitness, CD, DPD	Hours	3
-----------------------------	-------	---

Bacc Core Science	Hours	16
-------------------	-------	----

Spring

BA 162	INNOVATION NATION- IDEAS TO REALITY	3
DSGN 121	COMPUTER AIDED DESIGN	3
WR 121	*ENGLISH COMPOSITIK (or Bacc Core: Fitness, CD, DPD)	3

Bacc Core: Fitness, CD, DPD	Hours	3
-----------------------------	-------	---

Bacc Core Science	Hours	16
-------------------	-------	----

Second Year

Fall

ART 204	*INTRODUCT TO WESTERN ART: PREHISTOR' TO THE HIGH MIDDLE AGES	3
---------	---	---

4 Merchandising Management Undergraduate Major (BS, HBS)

BA 260	INTRODUCTION TO ENTREPRENEURSHIP	4
DSGN 255	TEXTILES	4
DSGN 276	INTRODUCTION TO MERCHANDISING MANAGEMENT	4
DSGN 282	PERSONAL, PROFESSIONAL AND LEADERSHIP DEVELOPMENT I	1
Hours		16

Winter

BA 281	PROFESSIONAL DEVELOPMENT	3
DSGN 281	DRAWING AND SKETCHING	4
DSGN 283	PERSONAL, PROFESSIONAL AND LEADERSHIP DEVELOPMENT II	1
ST 201	PRINCIPLES OF STATISTICS	4
WR 222 or WR 323 or WR 327	*ENGLISH COMPOSITION I or *ENGLISH COMPOSITION II or *TECHNICAL WRITING	3
Hours		15

Spring

DSGN 244	COLOR INNOVATION	4
DSGN 284	PERSONAL, PROFESSIONAL, AND LEADERSHIP DEVELOPMENT III	1
ECON 201	*INTRODUCTION TO MICROECONOMICS	4
Bacc Core/Electives		5
Hours		14

Third Year

Fall		
BA 315	ACCOUNTING FOR DECISION MAKING	4
BA 352	MANAGING INDIVIDUAL AND TEAM PERFORMANCE	4
DSGN 330	*FASHION FORECASTING AND MARKET ANALYSIS	4

DSGN 341	DESIGN THINKING AND PROCESS INNOVATION	4
Hours		16

Winter

BA 390 or BA 223	MARKETING or PRINCIPLES OF MARKET	4
DSGN 333	HISTORY OF CONTEMPORARY FASHION	4
DSGN 377	RETAIL AND MERCHANDISING	4
DSGN 475	*GLOBAL SOURCING OF TEXTILES, APPAREL, AND FOOTWEAR	4
Hours		16

Spring

ART 367	*HISTORY OF DESIGN	3
BA 354	*MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4
DSGN 356	SPECIFICATION AND EVALUATION OF PERFORMANCE MATERIALS	3
MGMT 364	PROJECT MANAGEMENT	4
Hours		14

Fourth Year

Fall		
DSGN 471	RETAIL PRESENTATION STRATEGIES	4
DSGN 472	MERCHANDISE PLANNING AND CONTROL	4
Electives		7
Hours		15

Winter

MRKT 492	CONSUMER BEHAVIOR	4
MRKT 495	RETAIL MANAGEMENT	4
Electives		6
Hours		14

Spring

DSGN 473	RETAIL STRATEGIES PRACTICUM	4
----------	-----------------------------	---

Electives	10
Hours	14
Total Hours	180