

MERCHANDISING MANAGEMENT MINOR

This program is available at the following location:

- Corvallis

The Merchandising Management Minor provides students with coursework in merchandising, retailing, and marketing. Content in these courses include market analysis, business planning, sourcing, pricing, distribution, and visual presentation of apparel and textile products to satisfy the needs of the consumer.

Minor Code: 055

Upon successful completion of the program, students will meet the following learning outcomes:

- Develop plans that are in line with specific target markets, company location and/or selling format, marketplace trends, and performance goals.
- Apply market research skills throughout the line planning and development process to establish line direction in terms of color, style, materials, separates/coordinates balance, and pricing.
- Apply visual and promotional strategies across different selling formats that would potentially enhance company performance.

Code	Title	Credits
Required Core		
BA 390	PRINCIPLES OF MARKETING	4
or BA 223	PRINCIPLES OF MARKETING	
DSGN 276	INTRODUCTION TO MERCHANDISING MANAGEMENT ¹	4
DSGN 330	*FASHION FORECASTING AND MARKET ANALYSIS	4
DSGN 372	MERCHANDISE PLANNING AND CONTROL	4
DSGN 377	RETAIL AND MERCHANDISING ANALYTICS	4
DSGN 471	STORE DESIGN AND VISUAL MERCHANDISING	4
DSGN 475	*GLOBAL SOURCING OF TEXTILES, APPAREL, AND FOOTWEAR	4
or DSGN 333	HISTORY OF CONTEMPORARY FASHION	
or MRKT 495	RETAIL MANAGEMENT	
Total Credits		28

* Baccalaureate Core course. Applies to general education requirements for undergraduate students in a catalog year up to 2024-2025

^ Writing Intensive Curriculum (WIC) course

¹ Course requires a grade of C or higher

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