

# PRODUCT AND MERCHANDISING MANAGEMENT UNDERGRADUATE MAJOR (BS, HBS)

This program is available at the following location:

- Corvallis

Options available:

- Dean's Academy (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/product-merchandising-management-bs-hbs/deans-academy-option/>)
- Sports Business (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/product-merchandising-management-bs-hbs/sports-business-option/>)

Students in the Product and Merchandising Management program prepare for a variety of positions centered on researching, planning, and executing customer-right product assortments. Graduates 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 product needs to be produced for a given season, and as product development support. They can also be found working for retailers as buyers who create on-trend product assortments, as planners who utilize data analysis to ensure the optimal product quantities are allocated to the locations and retail channels where shoppers expect them, as merchants who work with buyers and design teams to manage product inventories, as store managers who plan daily operations, and as visual merchandisers who execute the overall store environment and product displays.

Major Code: A014

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

- Explain how social, environmental, political, cultural, and economic systems, as well as geography relate to the planning, creation, production, merchandising, distribution, and consumption of textile, apparel, and footwear products and resulting company performance.
- 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.
- Develop assortment plans that are in line with specific target markets, company location and/or selling format, marketplace trends, and performance goals.
- Develop merchandise budgets and analyze and update budgets to meet company performance goals.
- Use industry-relevant technology to formulate and communicate merchandising decisions.
- Apply visual and promotional strategies across different selling formats that would potentially enhance company performance.

Degree requirements include university core education, design and major curricula. The design curriculum provides students with a broad overview of design thinking and processes and incorporates foundational business coursework. The lower-division curriculum involves completion of courses within the first and second year that build a solid foundation for the upper-division curricula. Students entering design programs should have basic art and illustration skills. ART 115 and ART 117 are highly recommended elective courses.

Transitions to OSU and Introduction to Business coursework will depend on student type. At registration, an academic advisor will determine the most appropriate path.

1. Students entering OSU as their first college experience after high school will take a 100 Transitions course, BA 160, and a BA 16X series;
2. Students entering OSU COB as a second-year transfer student (approximately three years to graduation) will take a 300 Transitions course, BA 160, and BA 101Z; or
3. Students entering OSU COB as a third-year transfer student (approximately two years or less to graduation) will take a 300 Transitions course and BA 101Z.

Code	Title	Credits
<b>Summary of Requirements</b>		
	Design Curriculum <sup>1</sup>	108-112
	Product and Merchandising Management Curriculum	32
	Unspecified Core Education <sup>1</sup>	19-22
	Unrestricted Electives <sup>2</sup>	14-21
<b>Total Credits</b>		<b>180</b>

<sup>1</sup> Some courses in the Design Curriculum double-count with Core Education categories. Unspecified Core Education credits are not shared with the Design Curriculum

<sup>2</sup> Options and minors are available to provide specializations and fulfill unrestricted elective credits

## Design Curriculum

Code	Title	Credits
<b>Foundations of Design</b>		
<i>Introduction to Business</i>		
Third-year transfer students may be eligible to waive BA 160.		
BA 160	+COB CAREER AND MAJOR EXPLORATION	1
Dependent on entry level, students will take one of the following:		4-6
BA 161 & BA 162	INNOVATION NATION—AWARENESS TO ACTION and INNOVATION NATION—IDEAS TO REALITY	
BA 167 & BA 168	LAUNCH PAD I and LAUNCH PAD II	
BA 101Z	INTRODUCTION TO BUSINESS	
<i>Art</i>		
ART 101	+*INTRODUCTION TO THE VISUAL ARTS	3
ART 204	+*INTRODUCTION TO WESTERN ART: PREHISTORY TO HIGH MIDDLE AGES	3
or ART 205	+*INTRODUCTION TO WESTERN ART: GOTHIC TO BAROQUE	
or ART 206	+*INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY	
ART 367	*HISTORY OF DESIGN	3
<i>Communications</i>		
COMM 114	+*ARGUMENT AND CRITICAL DISCOURSE	3-4
or COMM 111Z	+*PUBLIC SPEAKING	
or COMM 218Z	+*INTERPERSONAL COMMUNICATION	
<i>Economics</i>		

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ECON 201Z	+*PRINCIPLES OF MICROECONOMICS	4
<i>Mathematics</i>		
MTH 111Z	+*PRECALCULUS I: FUNCTIONS	4
<i>Writing</i>		
WR 121Z	+*COMPOSITION I	4
WR 323	+*ADVANCED WRITING & ARGUMENTATION	3-4
or WR 227Z	+*TECHNICAL WRITING	
<b>Design Core</b>		
BA 169Z	DATA ANALYSIS USING MICROSOFT EXCEL	4
BA 223	PRINCIPLES OF MARKETING <sup>1</sup>	4
or BA 390	PRINCIPLES OF MARKETING	
BA 252	INTRODUCTION TO ORGANIZATIONAL BEHAVIOR <sup>1</sup>	4
BA 315	ACCOUNTING FOR DECISION MAKING	4
or BA 211Z	PRINCIPLES OF FINANCIAL ACCOUNTING	
& BA 213Z	and PRINCIPLES OF MANAGERIAL ACCOUNTING	
BA 354	*ETHICS IN ORGANIZATIONS	4
BA 361	IDEATION AND CREATIVE THINKING	4
BA 396	+*MARKETS AS SOCIAL STATUS SYSTEMS	3
BANA 270	INTRODUCTION TO BUSINESS ANALYTICS AND ARTIFICIAL INTELLIGENCE	4
DSGN 101	DESIGN FUNDAMENTALS	4
DSGN 121	COMPUTER AIDED DESIGN	3
DSGN 244	COLOR INNOVATION	4
DSGN 255	TEXTILES	4
DSGN 281	DRAWING AND SKETCHING	4
DSGN 341	DESIGN THINKING AND PROCESS INNOVATION	4
MGMT 364	INTRODUCTION TO PROJECT MANAGEMENT	4
MRKT 492	CONSUMER BEHAVIOR	4
<b>Blueprint: Personal &amp; Professional Development</b>		
<i>Second Year</i>		
Third-year transfer students may be eligible to substitute BA 381 for second year Professional Development and Blueprint coursework.		
DSGN 253	+*PROFESSIONAL DEVELOPMENT	3
DSGN 282	DRAFTING YOUR CAREER BLUEPRINT	1
DSGN 283	NAVIGATING CRUCIAL CONVERSATIONS IN THE WORKPLACE	1
DSGN 284	FOUNDATIONS OF PERSONAL FINANCE I	1
<i>Third Year</i>		
DSGN 311	+*FRAMING YOUR CAREER PLAN	1
DSGN 312	FOUNDATIONS OF PERSONAL FINANCE II	1
DSGN 313	A CASE FOR CIVIL DISCOURSE IN BUSINESS	1
<i>Fourth Year</i>		
DSGN 411	NAVIGATING CAREER TRANSITIONS	1
DSGN 412	FINANCIAL PLANNING I	1
DSGN 413	FINANCIAL PLANNING II	1
<b>Experiential Learning</b>		
Select 2 credits from the following courses:		
Any COB 004 Internship (e.g. DSGN 004) <sup>2</sup>		
Any COB 403 Thesis (eg. DSGN 403)		
Any COB 405 Reading & Conference (eg. DSGN 405)		
Any COB 406 Projects (eg. DSGN 406)		
Any COB 409 Practicum (eg. DSGN 409)		
Any COB 410 Internship (eg. DSGN 410)		
BA 348	INTERNATIONAL EXCHANGE ORIENTATION	
& BA 349	and IMPACT OF CULTURE ON BUSINESS	
<b>Total Credits</b>		<b>108-112</b>

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

+ Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond

^ Writing Intensive Curriculum (WIC) course

<sup>1</sup> Course requires a grade of C or higher

<sup>2</sup> Students may substitute a COB 004 Internship (e.g. DSGN 004) course for the experiential learning requirement if they do not need an additional 2 credits to meet their 180 credit degree total

## Product and Merchandising Management Curriculum

Code	Title	Credits
DSGN 276	INTRODUCTION TO MERCHANDISING MANAGEMENT <sup>1</sup>	4
DSGN 330	*FASHION FORECASTING AND MARKET ANALYSIS	4
DSGN 333	HISTORY OF CONTEMPORARY FASHION	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
MRKT 495	RETAIL MANAGEMENT	4
<b>Total Credits</b>		<b>32</b>

<sup>1</sup> Course requires a grade of C or higher

### Major Code: A014

*Degree plans are subject to change and the following is only an example of how students may complete their degree in four years. Students should consult their advisor to determine the best degree plan for them. Contact details for advisors can be found on the Academic Advising (<https://catalog.oregonstate.edu/advising/>) page.*

#### First Year

Fall		Credits
BA 160	+COB CAREER AND MAJOR EXPLORATION	1
BA 169Z	DATA ANALYSIS USING MICROSOFT EXCEL	4
COMM 111Z	+*PUBLIC SPEAKING	3-4
or COMM 114	or +*ARGUMENT AND CRITICAL DISCOURSE	
or COMM 218Z	or +*INTERPERSONAL COMMUNICATION	
MTH 111Z	+*PRECALCULUS I: FUNCTIONS	4
Core Ed: Transitions		2
<b>Credits</b>		<b>15</b>

#### Winter

BA 161	INNOVATION NATION--AWARENESS TO ACTION	3
DSGN 101	DESIGN FUNDAMENTALS	4
Core Ed: Arts & Humanities Global		3-4
Core Ed: Difference, Power & Oppression Foundations		3-4
<b>Credits</b>		<b>14</b>

#### Spring

ART 101	+*INTRODUCTION TO THE VISUAL ARTS	3
BA 162	INNOVATION NATION--IDEAS TO REALITY	3
DSGN 121	COMPUTER AIDED DESIGN	3
WR 121Z	+*COMPOSITION I	4
<b>Credits</b>		<b>13</b>

#### Second Year

Fall		Credits
BA 252	INTRODUCTION TO ORGANIZATIONAL BEHAVIOR	4
DSGN 255	TEXTILES	4
DSGN 276	INTRODUCTION TO MERCHANDISING MANAGEMENT	4
DSGN 284	FOUNDATIONS OF PERSONAL FINANCE I	1
WR 323	+*ADVANCED WRITING & ARGUMENTATION	3-4
or WR 227Z	or +*TECHNICAL WRITING	
<b>Credits</b>		<b>16</b>

<b>Winter</b>		
ART 204 or ART 205 or ART 206	+*INTRODUCTION TO WESTERN ART: PREHISTORY TO HIGH MIDDLE AGES or +*INTRODUCTION TO WESTERN ART: GOTHIC TO BAROQUE or +*INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY	3
BA 223 or BA 390	PRINCIPLES OF MARKETING or PRINCIPLES OF MARKETING	4
DSGN 244	COLOR INNOVATION	4
DSGN 283	NAVIGATING CRUCIAL CONVERSATIONS IN THE WORKPLACE	1
Core Ed: Scientific Inquiry & Analysis		4
	<b>Credits</b>	<b>16</b>
<b>Spring</b>		
BANA 270	INTRODUCTION TO BUSINESS ANALYTICS AND ARTIFICIAL INTELLIGENCE	4
DSGN 253	+PROFESSIONAL DEVELOPMENT	3
DSGN 281	DRAWING AND SKETCHING	4
DSGN 282	DRAFTING YOUR CAREER BLUEPRINT	1
ECON 201Z	+*PRINCIPLES OF MICROECONOMICS	4
	<b>Credits</b>	<b>16</b>
<b>Third Year</b>		
<b>Fall</b>		
ART 367	*HISTORY OF DESIGN	3
BA 315 or BA 211Z <i>and</i> BA 213Z	ACCOUNTING FOR DECISION MAKING or PRINCIPLES OF FINANCIAL ACCOUNTING <i>and</i> PRINCIPLES OF MANAGERIAL ACCOUNTING	4
DSGN 311	+FRAMING YOUR CAREER PLAN	1
DSGN 330	*FASHION FORECASTING AND MARKET ANALYSIS	4
DSGN 341	DESIGN THINKING AND PROCESS INNOVATION	4
	<b>Credits</b>	<b>16</b>
<b>Winter</b>		
BA 354	*ETHICS IN ORGANIZATIONS	4
DSGN 312	FOUNDATIONS OF PERSONAL FINANCE II	1
DSGN 333	HISTORY OF CONTEMPORARY FASHION	4
DSGN 372	MERCHANDISE PLANNING AND CONTROL	4
MGMT 364	INTRODUCTION TO PROJECT MANAGEMENT	4
	<b>Credits</b>	<b>17</b>
<b>Spring</b>		
BA 361	IDEATION AND CREATIVE THINKING	4
DSGN 313	A CASE FOR CIVIL DISCOURSE IN BUSINESS	1
DSGN 377	RETAIL AND MERCHANDISING ANALYTICS	4
Core Ed: Scientific Inquiry & Analysis		4
Elective		3
	<b>Credits</b>	<b>16</b>
<b>Fourth Year</b>		
<b>Fall</b>		
DSGN 411	NAVIGATING CAREER TRANSITIONS	1
DSGN 471	STORE DESIGN AND VISUAL MERCHANDISING	4
DSGN 475	*GLOBAL SOURCING OF TEXTILES, APPAREL, AND FOOTWEAR	4
MRKT 492	CONSUMER BEHAVIOR	4
	<b>Credits</b>	<b>13</b>
<b>Winter</b>		
BA 396	+MARKETS AS SOCIAL STATUS SYSTEMS	3
DSGN 412	FINANCIAL PLANNING I	1
MRKT 495	RETAIL MANAGEMENT	4
Core Ed: Seeking Solutions		3-4
Elective		2
	<b>Credits</b>	<b>14</b>
<b>Spring</b>		
DSGN 413	FINANCIAL PLANNING II	1

Experiential Learning	2
Electives	11
<b>Credits</b>	<b>14</b>
<b>Total Credits</b>	<b>180</b>

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