

MAJOR IN INTERIOR ARCHITECTURE AND DESIGN, INTERIOR PRODUCTS AND RETAILING CONCENTRATION



The Interior Products and Retailing (IPR) concentration in the Interior Architecture and Design Program prepares students to become design-specialist entrepreneurs in the interiors industry. Students learn in-depth knowledge of interior products and furnishings, design thinking processes, marketing and consumer behavior strategies, and relationship-building skills for business development. Faculty prepare students for positions as specialists who serve as expert intermediaries at the dynamic intersection between manufacturers of interior products and furnishings, architecture and design firms, retailers, and business partners. Internships, shadowing opportunities, vendor tradeshow, and networking events advance students' specialist expertise. The program is accredited by the National Association of Schools of Art and Design (NASAD) (<https://nasad.arts-accredit.org/>).

Students in the Interior Products and Retailing concentration will acquire knowledge and skills to be design-specialists with business acumen. Students will develop expertise in understanding a holistic industry view of the marketing analysis, lifecycle, and merchandising of interior products and furnishings for commercial and residential interiors. Core knowledge and skills will include in-depth interior products and furnishings knowledge; sales, promotion, and customer service skills; marketing research strategies; design thinking skills; and business knowledge.

The Interior Products and Retailing (IPR) concentration will prepare students for growing career opportunities in interior design-related specializations that do not require a design-studio education but do require deeper knowledge of interior products (e.g., furnishings, accessories), materials (e.g., textiles and finishes related to furniture and products), lighting, and retailing, merchandising, and business applications.

Learn more about the Interior Products and Retailing concentration on the Department of Design and Merchandising website.