

MASTER OF SCIENCE IN DESIGN AND MERCHANDISING, PLAN A, APPAREL AND MERCHANDISING SPECIALIZATION



The M.S. in Design and Merchandising, Plan A, Apparel and Merchandising Specialization offers the opportunity for students to critically explore how apparel products are designed and developed, distributed, and merchandised as well as the ways in which consumers interact with and use those products in various historical and socio-cultural contexts. Emphasis is placed upon fostering cultural awareness and a commitment to social responsibility. The Plan A emphasizes the development of content knowledge and research skills through the completion of an original research study, preparing graduates well for doctoral-level work or for industry positions requiring critical thinking, analytical abilities, and/or depth of knowledge in the field.

Areas of graduate study and research in Apparel and Merchandising include:

- Apparel Design and Production
- Consumer Behavior
- Historic Costume and Textiles
- Merchandising
- Product Development
- Social-Psychological and Cultural Aspects of Dress and Appearance
- Textile Science

Learn more about the M.S. in Design and Merchandising, Plan A, Apparel and Merchandising Specialization, on the Department of Design and Merchandising website. (<https://www.chhs.colostate.edu/dm/programs-and-degrees/m-s-in-design-and-merchandising/apparel-and-merchandising-specialization/>)