The M.S. in Design and Merchandising, 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 cultural contexts. Emphasis is placed upon fostering cultural awareness and a commitment to social responsibility. The Plan B emphasizes the development of content knowledge and critical thinking skills through the completion of a project, preparing graduates well for industry positions requiring higher-order analytical abilities and/or depth of knowledge in the field.

Areas of graduate study and research in Apparel and Merchandising (AM) 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


### Requirements

**Effective Summer 2008**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>DM 501</td>
<td>Research and Theory-Design and Merchandising</td>
<td>3</td>
</tr>
<tr>
<td>DM 551</td>
<td>Research Methods</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Specialized research/data analysis methods $^1$</td>
<td>3</td>
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**Content Coursework**

Select courses from AM, DM, or INTD subject codes $^2$ 15

**Paper/Project**

- DM 698 Research 3

**Breadth**

- At least 3 credits in out-of-department courses 3

**Program Total Credits:** 30

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1. Select a minimum of one course which must be approved by the student's committee. In some cases, students may need to complete prerequisites before enrolling in approved data analysis courses.

2. Select courses with approval from advisor.