

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



The M.S. in Design and Merchandising, Plan B, 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/global 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 include:

- Apparel Design and Production
- Consumer Behavior
- Historic Textiles and Dress
- 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 B, 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/>)