

Merchandising

www.ndsu.edu/dce/degrees/graduate/ms_merch

Department Head: Dr. Holly Bastow-Shoop

Graduate Coordinator: Dr. Linda Manikowske
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Department Location: Evelyn Morrow Lebedeff Hall, EML 178

Telephone Number: (701) 231-7352

Degrees Offered: M.S., Certificate

Application Deadline: Applicants should apply at least two months prior to the start of classes each semester.

English Proficiency TOEFL ibT 71

Requirements: IELTS 6

Program Description

The Department of Apparel, Design and Hospitality Management offers graduate study leading to the Master of Science degree or a Graduate Certificate in Merchandising in collaboration with the Great Plains Distance Education Alliance (GP-IDEA). The Master's degree in Merchandising is an online program offered through Distance and Continuing Education at NDSU. Participating faculty members from the GP-IDEA have jointly developed the merchandising curriculum. Course are taught by faculty within the Alliance from Kansas State University, North Dakota State University, Oklahoma State University, South Dakota State University, and the University of Nebraska – Lincoln.

The Master's Degree in Merchandising is designed for professionals in a variety of merchandising fields. This program provides students with a global perspective of the interaction of cultural, economic, political, social, and environmental systems as they relate to the industry. In the ever-changing global environment, the ability to merchandise products to the consumer is a strategic advantage, and will distinguish graduates of this program from their peers in the industry. The fully online program allows students to complete coursework while maintaining their professional lives.

Admissions Requirements

Admission decisions are based upon the predicted success of the applicant as a student and professional in the chosen field and are made only after considering all available data. A student must meet all requirements for full admission. The following criteria act as guidelines for full acceptance: A cumulative baccalaureate GPA of 3.0 or better on a 4.0 scale, a GPA of at least 3.25 during the final 30 semester credits of graded undergraduate course work, or a minimum GPA of 3.0 on 10 semester credits of graduate course work.

In completing the application, you are asked to write a statement (500 words or less) identifying and discussing your reasons for applying to this program. Within this statement you are to discuss how learning about diverse perspectives, critical thinking, and effective leadership will enhance your understanding of merchandising.

Recommended Skills and Academic Preparation

Adequate technical skills and access is essential to be successful in an on-line program. Unlimited web access at high speeds is helpful. Word processing programs that are up-to-date are important as is knowledge

of writing and publishing programs. Familiarity with diverse learning management systems is helpful. NDSU currently uses Blackboard but other institutions have similar but different programs. An ability to self-motivate and learn independently is necessary for programs where face-to-face interactions are not available.

Financial Assistance

Graduate assistantships are not available since this program is on-line and facilitated through the Great Plains Interactive Distance Education Alliance and Distance and Continuing Education at NDSU. Students who are full time (enrolled for six credits or more) may apply for financial aid.

Master's Degree Requirements

The 36 credit master's degree program consists of ten required 3-credit courses, listed below, as well as a 6-credit comprehensive project required by North Dakota State University. **Course descriptions and tentative schedules are available at** <http://www.ndsu.edu/adhm/merchandising/about.html>

Courses are as follows:

ADHM 710	Consumer Behavior in Merchandising	3
ADHM 720	Professional Advancement	3
ADHM 730	Product Design, Deveopment and Evaluation	3
ADHM 740	Promotional Strategies in Merchandising	3
ADHM 750	Retail Theory and Current Practice	3
ADHM 760	Historical and Contemporary Issues in Trade	3
ADHM 770	International Retail Expansion	3
ADHM 775	Research Methods in Merchandising	3
ADHM 780	Financial Merchandising Implications	3
ADHM 785	Strategic Merchandise Planning	3
ADHM 797S	Comprehensive Project	6
Total Credits		36

Graduate Certificate Requirements

The 12 credit graduate certificate program consists of three required 3-credit courses and one elective 3-credit course, listed below.

• ADHM 710	Consumer Behavior in Merchandising	3
ADHM 720	Professional Advancement	3
ADHM 730	Product Design, Deveopment and Evaluation	3
or ADHM 740	Promotional Strategies in Merchandising	
ADHM 750	Retail Theory and Current Practice	3
Total Credits		12

Holly E. Bastow-Shoop, Ph.D.

Oklahoma State University, 1981

Research Interests: Global Retailing and Expansion

Ann W. Braaten, Ph.D.

University of Minnesota, 2005

Research Interests: Historical apparel/textiles, Clothing design, Product development, Women-based business

Jaeha Lee, Ph.D.

University of Minnesota, 2008

Research Interests: Consumer behavior, social responsibility

Linda Manikowske, Ph.D.

Iowa State University, 1993

Research Interests: Retail merchandising, Consumer behavior,
Experiential education