

# Merchandising

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## Department Information

- **Department Head:**  
Kwangsoo Park, Ph.D.
- **Graduate Coordinator:**  
Linda Manikowske, Ph.D.
- **Department Location:**  
178 Evelyn Morrow Lebedeff Hall (EML)
- **Department Phone:**  
(701) 231-7352
- **Department Web Site:**  
[www.ndsu.edu/adhm/ms\\_in\\_merchandising/](http://www.ndsu.edu/adhm/ms_in_merchandising/) ([http://www.ndsu.edu/adhm/ms\\_in\\_merchandising/](http://www.ndsu.edu/adhm/ms_in_merchandising/))
- **Application Deadline:**  
Applicants should apply at least two months prior to the start of classes each semester.
- **Credential Offered:**  
M.S., Certificate
- **English Proficiency Requirements:**  
TOEFL iBT 71, IELTS 6; Duolingo 100

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## Program Description

The Department of Apparel, Merchandising, Interior 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 Interactive 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 to increase potential for advancing in their careers. Students in this program will learn in-demand skills such as data analysis, problem solving, and critical thinking to identify customer needs and develop effective business strategies. The fully online program allows students to complete course work while maintaining their professional careers.

The program builds the student's ability to complete the following essential merchandising-related job responsibilities:

- Analyze data using a variety of techniques
- Research and implement effective business strategies
- Design customer-focused product development strategies
- Create flexible promotional campaigns
- Balance the sustainable interests of businesses, consumers, and society
- Predict micro and mass-market cost controls
- Navigate trade regulations and recognize cultural concerns
- Understand the evolving standards of corporate social responsibility

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, and 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.

## Recommended Skills and Academic Preparation

Adequate technical skills and access is essential to be successful in an online 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 also helpful. NDSU currently uses Blackboard; 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 online 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 of Science

The 36-credit master's degree program consists of ten required 3-credit courses, listed below, as well options for the remaining 6 credits. **Course descriptions and tentative schedules are available at** <https://www.gpidea.org/program/merchandising> (<https://www.gpidea.org/program/merchandising/>).

Code	Title	Credits
ADHM 710	Consumer Behavior in Merchandising	3
ADHM 720	Professional Advancement	3
ADHM 730	Product Design, Development and Evaluation	3
ADHM 740	Promotional Strategies in Merchandising	3
ADHM 750	Retail Theory and Current Practice	3
ADHM 765	Merchandising Analytics	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 (or ADHM 798 or Electives )	6
<b>Total Credits</b>		<b>36</b>

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## Graduate Certificate

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

Code	Title	Credits
ADHM 710	Consumer Behavior in Merchandising	3
ADHM 720	Professional Advancement	3
ADHM 730 or ADHM 740	Product Design, Development and Evaluation Promotional Strategies in Merchandising	3
ADHM 750	Retail Theory and Current Practice	3
<b>Total Credits</b>		<b>12</b>