Master’s or Certificate in Merchandising

CONTINUING AND DISTANCE EDUCATION

Make a unique, creative mark. Start a styling trend. Advance in the fashion industry. With SDState Online’s Merchandising program, you gain an understanding of merchandising at every level, with emphasis on current trends in the United States and the global marketplace—factors that will distinguish you from peers and prepare you for the creative energy of the industry. With retailing currently generating $4 trillion of the U.S. economy, merchandising offers ample opportunities for professional growth. As a graduate of SDSU’s program, you will be prepared to work in product development, promotions and retail management.

PERSONALIZING YOUR PROGRAM

Merchandising at SDSU is offered through the Great Plains Interactive Distance Education Alliance (GPIDEA). GPIDEA is a partnership of 20 public universities providing access to the best educational opportunities. GPIDEA offers fully-online graduate and undergraduate program options in high-demand professional fields.

The Master’s in Merchandising is a 36-credit-hour program. Choose a capstone from one of these options. 1) The practicum option involves a work experience in line with your degree and includes training, mentoring and networking opportunities. 2) The research project option requires independent study on a topic of your choice and a final design paper; you will benefit from regular contact with a faculty advisor who will offer guidance in and critique of your work. 3) The thesis option concludes with an overarching research project and requires a presentation to your thesis committee. Students pursuing the thesis option must be prepared to come to campus a minimum of three times throughout the process. 4) Students may also choose to pursue a course-only option by taking 36 credits of courses. All classes need to be approved by an advisor.

The Certificate in Merchandising is a 12-credit-hour program providing you with general knowledge on consumer behavior, the skills to use promotional strategies and the ability to effectively merchandise the product to the consumer.

CONSIDERING YOUR FINANCES

Certificate courses in Merchandising cost $325.25 per credit hour for 2015-16, and Master’s courses cost $431.25 per credit hour. Costs may change on an annual basis. This price includes all tuition and fees. Books and other course materials are not included. Financial aid is available. Make sure to complete your FAFSA to determine your grant and loan opportunities. Call SDSU’s Financial Aid Office for additional inquiries: 605-688-4695 or 800-952-3541.

Statistics:

With a Bachelor’s Degree
Average Lifetime Earnings: $2.1 million

With a Master’s Degree
Average Lifetime Earnings: $2.5 million

Contact the Career Development Office for one-on-one assistance with employment opportunities, as well as help on your resume and job interviewing skills.

Broaden your perspective as you interact online with others across the world. Participate in class through e-mail, chats, discussion boards and other interactive methods.

With distance learning at SDSU you receive instruction from the same professors who teach at our campus in Brookings.
The Master’s Program

Why did you choose to further your education online?
GPIDEA offers one of the most comprehensive master’s programs out there, and it works with my hectic schedule. Within the past few years I have traveled overseas numerous times for my job, gotten married, purchased a home and had my first child. All the while I was still able to pursue my dream of obtaining my master’s degree because of the flexibility that SDSU’s online Master’s in Merchandising program offers.

What interests you about this degree?
The courses that are required within the Master’s of Merchandising program are 100 percent relevant to my job within the fashion industry. Since I work within the footwear sector of the industry, I am able to focus my studies on footwear specifically, and further my knowledge of the current trends within this area.

How has the continuing education faculty and staff enhanced your online learning experience?
The professors are always available to answer questions and provide an enormous amount of support throughout each semester. They really make each student feel like they can reach out at any time and ask questions.

What piece of advice would you give new online students?
Online courses are not as scary as they might seem; it’s okay to reach out to your professor if you feel confused or if you have a question. Also, the flexibility of studying online is unparalleled; I would encourage every student to try it for at least one course.