Design and Merchandising

Degree Offered

• Master of Science in Design and Merchandising

The objective of this program is to raise each student’s ability to apply fully developed design thinking, mastery of merchandising systems, and deep understanding of selected contexts to applications in targeted areas. These areas currently include cultural resource management/historic preservation, healthcare design, integrated marketing communications, and sustainable design practices. Areas of focus may be expanded, however, to meet student demands if resources and faculty expertise is available.

A candidate for the M.S. degree in Design and Merchandising must meet all University, College, Division, and Program requirements as outlined in the WVU Graduate Catalog.

Program Requirements

All M.S. degree candidates are required to follow a planned program of study. The student develops the plan of study during their first year in the program in conjunction with the graduate committee. The plan must be approved by the Director of the Division and the Associate Dean for Academic Affairs of the Davis College.

A minimum cumulative GPA of 3.0 is required in all courses applied toward degree requirements.

<table>
<thead>
<tr>
<th>Course Requirements as determined by the Plan of Study</th>
<th>30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hours</td>
<td>30</td>
</tr>
</tbody>
</table>

* Students must complete a minimum of 30 total hours, of which at least 24 hours must be coursework other than research, thesis, project, internship, etc. credits.

Major Learning Outcomes

DESIGN AND MERCHANDISING

Graduates will be able to:

• Conduct research appropriate to their cognate specialty and process (design & merchandising) focus.
• Teach at a post-secondary level within their discipline.
• Apply systemic design thinking to industry innovation at advanced levels.
• Apply iterative design process to solve real world problems.
• Analyze user wants and needs at both micro and macro levels.
• Utilize advanced technology where appropriate.
• Place the right product at the right price in the right place at the right time.
• Communicate effectively.