

# MAJOR IN APPAREL AND MERCHANDISING, MERCHANDISING CONCENTRATION

---



The Merchandising concentration focuses on the development of knowledge and skills necessary to engage in the marketing and retailing of consumer goods for an identified target market. This includes coursework in consumer behavior, entrepreneurship, merchandising processes/management, merchandise buying/procurement, promotion, retailing, retail store design, and the global industry (economics, politics, and trade).

Learn more about the Merchandising concentration on the Department of Design and Merchandising website (<https://www.chhs.colostate.edu/dm/programs-and-degrees/b-s-in-apparel-and-merchandising/merchandising-concentration/>).