

MAJOR IN APPAREL AND MERCHANDISING, PRODUCT DEVELOPMENT CONCENTRATION



The Product Development concentration offers unique learning opportunities in developing and innovating consumer products. Students will learn the full product development process from concept to consumer goods, emphasizing skills in problem-solving, communication, and profitability. Students will learn the conceptual to functional stages of manufacturing, including technology and material research, global sourcing strategies and costing, computer-aided design, product line development, and packaging/branding strategies. Additionally, students in this concentration gain competence to be successful industry professionals or entrepreneurs through market-driven, industry-sponsored projects, which provide real-world networking opportunities with employers. Students graduating with this concentration often pursue careers in highly technical product development fields such as outdoor products and sportswear industries.

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