

MINOR IN MERCHANDISING



If you are majoring in art, business, journalism, or technical communication, a minor in merchandising will enhance your understanding of your primary coursework. Round out your major with a merchandising minor and expand your future career opportunities.

The Apparel and Merchandising program emphasizes study in apparel and textile design, product development and sourcing, and the marketing and retailing of consumer goods. The program encompasses the global study of the cultural/historical, economic, and scientific aspects of the textile and apparel industry while fostering an understanding and implementation of socially responsible business practices.

Learning Objectives

Students will:

1. Gain core knowledge and skills, including fundamentals of the fashion industry, and the design and merchandising processes. Varying topics include sourcing, retailing, merchandise buying, promotion, textiles science, and the social-psychological and historical aspects of clothing.
2. Demonstrate an understanding of professional practices, processes, and skills utilized in the areas of merchandising. These practices, processes, and skills include critical and creative thinking, communication, ethics, social responsibility and sustainability, collaborative problem-solving, and interdisciplinary learning.
3. Demonstrate professional behaviors and ethical business practices that enhance the well-being of others and contribute to the advancement of the global industry.

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