The master of science degree in merchandising and consumer studies provides an applied approach to graduate education, helping students to enhance leadership, problem-solving, communication and analytical skills, and giving them a competitive advantage in the workplace. Graduates gain specific merchandising and consumer knowledge about fashion and related products so they can address issues and make relevant decisions that meet the needs of the dynamic cultural, demographic and lifestyle changes of the 21st century.

Graduates gain critical thinking and research skills, enabling them to be innovative in approaching and solving problems. Students can select either a thesis or a non-thesis option for the M.S. in merchandising and consumer studies. Non-thesis-track graduate students will complete a research project and/or practicum. Thesis-track students will be mentored by graduate faculty who are experts in their areas.

Strong students will be invited to apply for highly competitive internships. Students who excel in research will be encouraged to present their work at national and international conferences.
Course Work
Core courses for both tracks include:
- Research Methods in Merchandising and Consumer Studies
- Merchandising and Consumer Theory
- Ethics and Consumer Science Professional
- Sustainable Consumer Economy
- Seminar in Merchandising and Consumer Studies
- Thesis or Directed Study in Merchandising and Consumer Studies

Admission Policy
Applicants must hold a bachelor's degree from a regionally accredited university. A minimum of a 3.0 GPA on the last 60 undergraduate semester hours of letter-grade work earned at a four-year college or university before receipt of a bachelor's degree (plus any previous completed graduate or professional work) is required.

Each applicant must submit the following to the Graduate College:
- Graduate College online application through ApplyTexas
- Application fee
- One official transcript from each four-year college or university attended
- Official Graduate Record Exam (GRE).
  See www.gradcollege.txstate.edu/mcs.html for details about GRE requirements.
- Test of English as a Foreign Language (TOEFL) score of at least 550 (for international students)

Visit www.gradcollege.txstate.edu/apply for access to an online application, instructions on how to submit application documents and additional details. Applications should be submitted by June 15 for fall, October 15 for spring, April 15 for summer, or June 1 for summer midterm. International student applications should be submitted by June 1 for fall, October 1 for spring, March 15 for summer, or May 1 for summer midterm. Applications received after the deadline will be considered on a first-come, first-served basis, with no guarantees for admission consideration.

Career Options
- Assistant buyer
- Associate merchandiser
- Buyer
- Channel marketer
- Digital account manager
- E-commerce marketing
- Extension agent
- Fashion journalist
- Fashion product account coordinator
- Inventory control planner
- Location planner
- Research analyst
- Senior program analyst
- Store leader or manager

Financial Assistance
To be considered for a School of Family and Consumer Sciences scholarship and/or graduate assistantship, contact the department directly. For more information about scholarships, financial aid and application deadlines, visit the Graduate College website at www.gradcollege.txstate.edu and click on Financing Your Graduate Education. Please note that program admission priority deadlines must be met in order to be considered for scholarships, fellowships and assistantships.

Contact
Graduate Coordinator
Master of Science in Merchandising and Consumer Studies
School of Family and Consumer Sciences
Texas State University
601 University Drive
San Marcos, TX 78666-4684
Phone: 512.245.2155
E-mail: ps48@txstate.edu