I absolutely credit the support and mentoring of the faculty in the MCS program with helping me get accepted into a doctoral program at the University of Tennessee. They pushed me to create high quality research that made me feel well-prepared for the next step in my career.

– Sergio Bedford, Ph.D. student at the University of Tennessee

Students will enhance their leadership, problem-solving, analytical, and critical and innovative thinking skills as well as their ability of predicting consumer behavior.
Why choose Texas State?
Earning the master of science degree in merchandising and consumer studies gives students a competitive advantage in the workplace. Graduates gain specific merchandising and consumer knowledge about fashion and related products so they can address and meet the needs of the dynamic cultural, demographic and lifestyle changes of today’s society.

Expert faculty in the merchandising and consumer studies program support students to conduct cutting-edge research. The program also provides internship opportunities for students to better prepare for professional careers in industry.

Course Work
Students can select either a thesis or a non-thesis option for the master of science in merchandising and consumer studies. Thesis-track students will complete an empirical research project and write a thesis under the guidance of graduate faculty who are experts in their areas of research. Non-thesis track graduate students will complete an industry-focused project and/or practicum. Course topics include sustainable consumer economy, global sourcing and distribution, merchandising and consumer theory, ethics in merchandising and consumption, statistics, research methods, sustainable textiles, merchandising strategies in domestic and international markets, strategic merchandise planning and innovation in global markets.

Faculty
The program’s faculty members’ research interests include consumer behavior, sustainable consumption, global sourcing, business and consumer ethics, sustainable household technology, consumer willingness to pay for product information, product labeling, the value of animal welfare to fashion consumers, fast fashion consumers, fashion counterfeiting, creativity and innovation, place-based retailing and historical influences on the fashion industry. Faculty present their research at national and international conferences and publish books, book chapters and peer-reviewed journal articles in top venues in their field.

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

How to Apply
For information regarding admission requirements and submission instructions, please visit: gradcollege.txstate.edu/apply

*International applicants can view specific deadlines and requirements at: gradcollege.txstate.edu/intl_home

For information on deadlines, admission requirements and funding, visit: gradcollege.txstate.edu/mcs