

DESIGN AND MERCHANDISING: MERCHANDISING, MS

Requirements for Students Matriculating in or before Academic Year

2025-2026. Learn more about Graduate College Academic Regulation 7.0 (<http://catalog.okstate.edu/graduate-college/#70>).

Total Hours: 30

Code	Title	Hours
DHM Core		
DM 5001	Orientation to Graduate Studies in Design and Merchandising	1
DHM 5112 or DM 5093	Proposal Writing	2
DM 5013	Research Developments in Design and Merchandising	3
Hours Subtotal		6
Other Requirements (Non-Core)		
STAT 5013	Statistics for Experimenters I	3
DM 5003	Theoretical Perspectives for Design and Merchandising	3
DM 5000	Master's Thesis	6
Hours Subtotal		12
Electives		
Select 12 hours from the following, 9 of which must be in DM:		12
DM 5113	Theories of Creative Process in Design and Merchandising	
DM 5303	Sociological, Psychological and Economic Aspects of Consumer Behavior	
DM 5343	Applied Sensation, Perception and Behavioral Psychology in DM	
DM 5440	Career Internship	
DM 5643	Promotional Strategies in Merchandising	
DM 5663	International Merchandising Management	
DM 6403	Merchandising Theory Application and Strategy Implementation	
DM 5643	Promotional Strategies in Merchandising	
Or appropriate related courses outside of DM, such as gerontology, hospitality, business, etc.		
Hours Subtotal		12
Total Hours		30

Graduate College Master's Program Requirements

Learn more about Graduate College 2025-2026 Master's Degree Program Requirements (<http://catalog.okstate.edu/graduate-college/>). Check the General Graduate College academic regulations for minimal GPA, language proficiency and other general requirements.