Merchandising and Consumer Studies (MCS)

MCS 5199B. Thesis.
This course represents a student's continuing thesis enrollment. Focus is on data collection, analysis, and writing of thesis. No thesis credit is awarded until student has completed MCS 5399B. Graded on a credit (CR), progress (PR), no credit (F) basis.
about Thesis
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit
about Thesis

MCS 5299B. Thesis.
This course represents a student's continuing thesis enrollment. Focus is on data collection, analysis, and writing of thesis. No thesis credit is awarded until student has completed MCS 5399B. Graded on a credit (CR), progress (PR), no credit (F) basis.
about Thesis
2 Credit Hours. 2 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit
about Thesis

This course covers the evaluation of research concepts, methods, and strategies in family and consumer sciences. Topics include the nature of scientific research, sampling, measurement, data collection, data analysis, and evaluation of research reports.
about Research Methods in Merchandising and Consumer Studies
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Research Methods in Merchandising and Consumer Studies

MCS 5302A. Merchandising in the Experience Economy.
Students will use an interdisciplinary approach and applicable theories to understand consumer demand and the impact on product and service development and transformation.
about Merchandising in the Experience Economy
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Merchandising in the Experience Economy

MCS 5302B. Merchandising Strategies in Domestic and International Markets.
This course will emphasize strategic planning as a result of analysis of current trends in domestic and global markets.
about Merchandising Strategies in Domestic and International Markets
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Merchandising Strategies in Domestic and International Markets

MCS 5302C. Buying, Planning and Allocation.
This course will examine strategies in buying, planning and allocation in the retail setting.
about Buying, Planning and Allocation
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Buying, Planning and Allocation

MCS 5330. Merchandising and Consumer Theory and Research.
Students will learn how to critically evaluate theoretical concepts in merchandising theory, seminal merchandising literature, research, and methodology.
about Merchandising and Consumer Theory and Research
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Merchandising and Consumer Theory and Research

MCS 5331. Strategic Merchandise Planning.
Students will synthesize past and present trends to forecast demand for value-added merchandise that satisfies the needs of individuals, families, and communities. Students will strategically analyze and evaluate consumer feedback in the planning process for profitable merchandising enterprises.
about Strategic Merchandise Planning
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Strategic Merchandise Planning

This course addresses how to create value and growth through innovation in new and existing global markets with a focus on identification of theories and models to understand the innovation and consumer adoption process.
about Innovation in the Global Market
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Innovation in the Global Market

MCS 5333. Global Sourcing and Distribution.
The critical evaluation and integration of opportunities and challenges encountered in the manufacturing, distribution, and final acquisition of textile and apparel products in the global environment will be examined in this course.
about Global Sourcing and Distribution
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Global Sourcing and Distribution

MCS 5336. Culture, Society, and Dress.
This course will examine social science theories and concepts as they relate to dress, appearance, and the body. Fashion trends and consumer adoption patterns will also be explored using social science theories to analyze consumer behavior and predict future market directions.
about Culture, Society, and Dress
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Culture, Society, and Dress
MCS 5341. Ethics in Merchandising and Consumption.  
Students in this course will identify ethical issues that result from consumer-business interaction. Ethical decision-making will be discussed as it impacts consumer well-being, long-term business success and the conventions of acceptable business practice.  
about Ethics in Merchandising and Consumption  
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.  
Grade Mode: Standard Letter  
about Ethics in Merchandising and Consumption

MCS 5342. Sustainable Consumer Economy.  
This course is an in-depth study of the role of consumption in the development of sustainable systems including the family, natural resources and economics.  
about Sustainable Consumer Economy  
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.  
Grade Mode: Standard Letter  
about Sustainable Consumer Economy

MCS 5346. Foundations of Merchandising and Consumer Studies.  
This course will cover the foundations of merchandising and consumer studies. Topics will include consumer decision-making and market behavior, the fashion supply and production systems, textile materials and sourcing, merchandise pricing and effective product management throughout the product life cycle, and fashion promotion. Prerequisite: Graduate Standing. This graduate leveling course does not earn graduate degree credit.  
about Foundations of Merchandising and Consumer Studies  
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.  
Course Attribute(s): Leveling  
Grade Mode: Leveling/Assistantships  
about Foundations of Merchandising and Consumer Studies

MCS 5390. Merchandising and Consumer Studies Practicum.  
This course will provide an opportunity for students to obtain professional knowledge and skills in a site that is associated with merchandising and consumer studies. This is a field-based experience. Requires approval of the Practicum Coordinator. This course is graded on a CR/NC basis.  
about Merchandising and Consumer Studies Practicum  
3 Credit Hours. 0 Lecture Contact Hours. 10 Lab Contact Hours.  
Course Attribute(s): Exclude from 3-peat Processing  
Grade Mode: Credit/No Credit  
about Merchandising and Consumer Studies Practicum

MCS 5391. Seminar in Merchandising and Consumer Studies.  
The course is an in-depth study of two or more topics or emerging issues of particular relevance to merchandising and consumer studies professionals. This course may be repeated once with a different emphasis.  
about Seminar in Merchandising and Consumer Studies  
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.  
Course Attribute(s): Exclude from 3-peat Processing  
Grade Mode: Standard Letter  
about Seminar in Merchandising and Consumer Studies

MCS 5398. Directed Study in Merchandising and Consumer Studies.  
Students will complete individual work with specific guidance from graduate faculty. The work may include participation in research, professional practice, and/or critical review of the scientific literature on topics such as sustainability, consumer education or business ethics. This course may be repeated once for credit when topics vary.  
about Directed Study in Merchandising and Consumer Studies  
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.  
Course Attribute(s): Exclude from 3-peat Processing  
Grade Mode: Standard Letter  
about Directed Study in Merchandising and Consumer Studies

MCS 5399A. Thesis.  
This course represents a student's initial thesis enrollment. Focus is on identification of thesis topic, review of literature, and research design. No thesis credit is awarded until student has completed the thesis in MCS 5399B. Graded on a credit (CR), progress (PR), no credit (F) basis.  
about Thesis  
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.  
Course Attribute(s): Exclude from 3-peat Processing  
Grade Mode: Credit/No Credit  
about Thesis

MCS 5399B. Thesis.  
This course represents a student's continuing thesis enrollment. Focus is on data collection, analysis, and writing of thesis. No thesis credit is awarded until student has completed MCS 5399B. Graded on a credit (CR), progress (PR), no credit (F) basis.  
about Thesis  
5 Credit Hours. 5 Lecture Contact Hours. 0 Lab Contact Hours.  
Grade Mode: Credit/No Credit  
about Thesis

MCS 5599A. Thesis.  
This course represents a student's continuing thesis enrollment. Focus is on data collection, analysis, and writing of thesis. No thesis credit is awarded until student has completed MCS 5399B. Graded on a credit (CR), progress (PR), no credit (F) basis.  
about Thesis  
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.  
Course Attribute(s): Exclude from 3-peat Processing  
Grade Mode: Credit/No Credit  
about Thesis

MCS 5599B. Thesis.  
This course represents a student's continuing thesis enrollment. Focus is on data collection, analysis, and writing of thesis. No thesis credit is awarded until student has completed MCS 5399B. Graded on a credit (CR), progress (PR), no credit (F) basis.  
about Thesis  
5 Credit Hours. 5 Lecture Contact Hours. 0 Lab Contact Hours.  
Grade Mode: Credit/No Credit  
about Thesis