

Program Overview

The Master of Science (M.S.) major in Merchandising and Consumer Studies will educate the next generation of product developers, retail and merchandising managers, as well as consumer studies professionals, who will make pivotal and transformative decisions vital to intelligent economic, social, and environmental resource management. Our goal is to prepare students with competencies that address current and future consumer-related employment needs of Texas. Building on the undergraduate foundation, the master's level curriculum engages students in the analysis, critical thinking, and holistic problem solving needed to respond to the complexity and growth of consumer-centric systems.

Application Requirements

Application requirements consist of institutional and program requirements for applicable semesters of entry during the current academic year. Additional information and changes to admission requirements for semesters other than the current academic year can be found on The Graduate College's website (<http://www.gradcollege.txstate.edu/>).

Unless otherwise noted on The Graduate College program page, AI tools can only be used to correct spelling and grammar errors in application materials.

Institutional Requirements

Institutional requirements are the minimum standards for admission to any graduate program at Texas State. These include:

- Completed online application
- Nonrefundable application fee
 - Degree Programs (Doctoral and Master's)
 - \$55 fee, or
 - \$90 for applications with international credentials
 - Post-Baccalaureate Programs (Certificate, Certification, Non-Degree, and Visiting)
 - \$20 fee, or
 - \$60 for applications with international credentials
- Official transcripts from each institution where course credit was granted. Final transcripts showing degree completion are required before the student may register for their second term of enrollment.
- GPA requirements (a higher GPA may be listed in the Program Requirements)
 - Doctoral programs require a 3.00 overall GPA or a 3.00 GPA in your last 60 hours (<https://www.gradcollege.txst.edu/admissions/policy.html#gpa>) of undergraduate course work (plus any completed graduate courses).
 - Master's and Specialist programs require a 2.75 overall GPA or a 2.75 GPA in your last 60 hours (<https://www.gradcollege.txst.edu/admissions/policy.html#gpa>) of undergraduate course work (plus any completed graduate courses).
 - Post-Baccalaureate programs require a 2.50 overall GPA or a 2.50 GPA in your last 60 hours (<https://www.gradcollege.txst.edu/admissions/policy.html#gpa>) of undergraduate course work (plus any completed graduate courses).
- Baccalaureate degree from a regionally accredited university. (Non-U.S. degrees must be equivalent to a four-year U.S. Bachelor's degree. In most cases, three-year degrees are not considered. Visit our

International FAQs (<https://www.gradcollege.txst.edu/international/faqs.html>) for more information.)

Approved English Proficiency Exam Scores

Applicants are required to submit an approved English proficiency exam score that meets the minimum requirements below unless they have earned a bachelor's degree or higher from a regionally accredited U.S. institution or the equivalent from a country on our exempt countries list (<http://www.gradcollege.txstate.edu/international/language.html#waver>). Some programs may restrict acceptable tests or require higher scores than the institutional scores; this will be noted in the Program Requirements.

- official TOEFL iBT scores required with a 78 overall if taken on or before January 21, 2026
- official TOEFL iBT scores required with a 4 overall if taken after January 21, 2026
- official PTE scores required with a 52 overall
- official IELTS (academic) scores required with a 6.5 overall and minimum individual module scores of 6.0
- official Duolingo scores required with a 110 overall
- official TOEFL Essentials scores required with an 8.5 overall
- official Texas State Intensive English Program score of 90% or higher in the highest-level course (level 5)

The institution does **not** offer admission if the scores above are not met.

- completed online application
- \$55 nonrefundable application fee
 - or
- \$90 nonrefundable application fee for applications with international credentials
- baccalaureate degree from a regionally accredited university
- official transcripts from **each institution** where course credit was granted
- minimum 3.0 GPA in the last 60 hours of undergraduate course work (plus any completed graduate courses)
- official GRE (general test only) with competitive scores in the verbal reasoning and quantitative reasoning sections or official GMAT with competitive scores
- resume/CV
- statement of purpose describing professional goals and rationale for pursuing graduate study
- two letters of recommendation

TOEFL or IELTS Scores

Non-native English speakers who do not qualify for an English proficiency waiver:

- official TOEFL iBT scores required with a 78 overall
- official IELTS (academic) scores required with a 6.5 overall and
 - minimum individual module scores of 6.0

The student may qualify for English-based conditional admission if the minimum scores below are met:

- official TOEFL iBT scores required with a 59 overall
- official IELTS (academic) scores required with a 5.5 overall and
 - minimum individual module scores of 5.5

Degree Requirements

The Master of Science (M.S.) degree with a major in Merchandising and Consumer Studies requires 30 semester credit hours, including a thesis.

Course Requirements

Code	Title	Hours
Required Courses		
FCS 5310	Research Methods in FCS	3
FCS 5311	Statistics and Data Analysis for Family and Consumer Sciences	3
MCS 5330	Merchandising and Consumer Theory and Research	3
MCS 5391	Seminar in Merchandising and Consumer Studies	3
Prescribed Electives		
Choose 9 hours from the following:		9
MCS 5302A	Merchandising in the Experience Economy	
MCS 5302B	Merchandising Strategies in Domestic and International Markets	
MCS 5302C	Buying, Planning and Allocation	
MCS 5303	Sustainable Textiles	
MCS 5331	Strategic Merchandise Planning	
MCS 5332	Innovation in the Global Market	
MCS 5333	Global Sourcing and Distribution	
MCS 5336	Culture, Society, and Dress	
MCS 5341	Ethics in Merchandising and Consumption	
MCS 5342	Sustainable Consumer Economy	
MCS 5390	Merchandising and Consumer Studies Practicum	
MCS 5398	Directed Study in Merchandising and Consumer Studies	
PHIL 5301	Applied Philosophy	
PHIL 5322	Professional Ethics	
SUST 5301	Seminar in Sustainability	
Electives		
Choose 3 hours of advisor-approved electives		3
Thesis		
MCS 5399A	Thesis	3
Choose a minimum of 3 hours from the following:		3
MCS 5199B	Thesis	
MCS 5299B	Thesis	
MCS 5399B	Thesis	
MCS 5599B	Thesis	
MCS 5999B	Thesis	
Total Hours		30

Comprehensive Examination Requirements

All candidates for graduate degrees must pass one or more comprehensive examinations.

If a student elects to follow the thesis option for the degree, a committee to direct the written thesis will be established. The thesis must demonstrate the student's capability for research and independent thought. Preparation of the thesis must be in conformity with the *Graduate College Guide to Preparing and Submitting a Thesis or Dissertation*.

Thesis Proposal (http://www.gradcollege.txstate.edu/docs/Thesis_Diss_Guide.pdf)

The student must submit an official Thesis Proposal Form (<http://www.gradcollege.txstate.edu/forms.html>) and proposal to his or her thesis committee. Thesis proposals vary by department and discipline. Please see your department for proposal guidelines and requirements. After signing the form and obtaining committee members' signatures, the graduate advisor's signature if required by the program and the department chair's signature, the student must submit the Thesis Proposal Form with one copy of the proposal attached to the dean of The Graduate College for approval before proceeding with research on the thesis. If the thesis research involves human subjects, the student must obtain exemption or approval from the Texas State Institutional Review Board prior to submitting the proposal form to The Graduate College. The IRB approval letter should be included with the proposal form. If the thesis research involves vertebrate animals, the proposal form must include the Texas State IACUC approval code. It is recommended that the thesis proposal form be submitted to the dean of The Graduate College by the end of the student's enrollment in 5399A. Failure to submit the thesis proposal in a timely fashion may result in delayed graduation.

Thesis Committee

The thesis committee must be composed of a minimum of three approved graduate faculty members.

Thesis Enrollment and Credit

The completion of a minimum of six hours of thesis enrollment is required. For a student's initial thesis course enrollment, the student will need to register for thesis course number 5399A. After that, the student will enroll in thesis B courses, in each subsequent semester until the thesis is defended with the department and approved by The Graduate College. Preliminary discussions regarding the selection of a topic and assignment to a research supervisor will not require enrollment for the thesis course.

Students must be enrolled in thesis credits if they are receiving supervision and/or are using university resources related to their thesis work. The number of thesis credit hours students enroll in must reflect the amount of work being done on the thesis that semester. It is the responsibility of the committee chair to ensure that students are making adequate progress toward their degree throughout the thesis process. Failure to register for the thesis course during a term in which supervision is received may result in postponement of graduation. After initial enrollment in 5399A, the student will continue to enroll in a thesis B course as long as it takes to complete the thesis. Thesis projects are by definition original and individualized projects. As such, depending on the topic, methodology, and other factors, some projects may take longer than others to complete. If the thesis requires work beyond the minimum number of thesis credits needed for the degree, the student may enroll in additional thesis credits at the committee chair's discretion. In the rare case when a student has not previously enrolled in thesis and plans to

work on and complete the thesis in one term, the student will enroll in both 5399A and 5399B.

The only grades assigned for thesis courses are PR (progress), CR (credit), W (withdrew), and F (failing). If acceptable progress is not being made in a thesis course, the instructor may issue a grade of F. If the student is making acceptable progress, a grade of PR is assigned until the thesis is completed. The minimum number of hours of thesis credit ("CR") will be awarded only after the thesis has been both approved by The Graduate College and released to Alkek Library.

A student who has selected the thesis option must be registered for the thesis course during the term or Summer I (during the summer, the thesis course runs ten weeks for both sessions) in which the degree will be conferred.

Thesis Deadlines and Approval Process

Thesis deadlines are posted on The Graduate College (<http://www.gradcollege.txstate.edu/>) website under "Current Students." The completed thesis must be submitted to the chair of the thesis committee on or before the deadlines listed on The Graduate College website.

The following must be submitted to The Graduate College by the thesis deadline listed on The Graduate College website:

1. The Thesis Submission Approval Form bearing original (wet) and/or electronic signatures of the student and all committee members.
2. One (1) PDF of the thesis in final form, approved by all committee members, uploaded in the online Vireo submission system.

After the dean of The Graduate College approves the thesis, Alkek Library will harvest the document from the Vireo submission system for publishing in the Digital Collections database (according to the student's embargo selection). **NOTE: MFA Creative Writing theses will have a permanent embargo and will never be published to Digital Collections.**

While original (wet) signatures are preferred, there may be situations as determined by the chair of the committee in which obtaining original signatures is inefficient or has the potential to delay the student's progress. In those situations, the following methods of signing are acceptable:

- signing and faxing the form
- signing, scanning, and emailing the form
- notifying the department in an email from their university's or institution's email account that the committee chair can sign the form on their behalf
- electronically signing the form using the university's licensed signature platform.

If this process results in more than one document with signatures, all documents need to be submitted to The Graduate College together.

No copies are required to be submitted to Alkek Library. However, the library will bind copies submitted that the student wants bound for personal use. Personal copies are not required to be printed on archival quality paper. The student will take the personal copies to Alkek Library and pay the binding fee for personal copies.

Master's level courses in Family and Consumer Sciences: FCS

Courses Offered

Family and Consumer Sciences (FCS)

FCS 5101. Graduate Assistant Development.

This course is required as a condition of employment for graduate teaching and instructional assistants. This course provides regular in-service and planned periodic evaluations of instructional responsibilities. This course does not earn graduate degree credit. Repeatable up to 3 times.

1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.

Course Attribute(s): Graduate Assistantship|Exclude from Graduate GPA

Grade Mode: Leveling/Assistantships

FCS 5301. Graduate Assistant Development.

This course is required as a condition of employment for graduate teaching and instructional assistants. It provides information about the educational needs of Texas State University's diverse student body. It also identifies educational strategies and campus resources that support the learning of undergraduate students. This course does not earn graduate degree credit. (MULT).

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Graduate Assistantship|Exclude from Graduate GPA|Multicultural Content

Grade Mode: Leveling/Assistantships

FCS 5302H. Sustainable Consumer Economy.

This course is a in-depth study of the role of consumption in the development of sustainable systems including the family, natural resources and economics.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Topics

Grade Mode: Standard Letter

FCS 5302J. Statistics and Data Analysis for Family and Consumer Sciences.

This is a graduate level course covering statistical techniques commonly used in the field of family and consumer sciences. Topics include descriptive statistics, Chi-Square analysis, analysis of variance and covariance, simple and multiple linear regression, logistic regression, and use of statistical software. Data analysis to support decision-making is emphasized. Restricted to students in one of the graduate FCS programs.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Exclude from 3-peat Processing|Topics

Grade Mode: Standard Letter

FCS 5302S. Sustainable Textiles.

This course is an in-depth study of the relationship of fibers, fabrics, finishes and textile products end-uses with a particular focus on their impact on sustainability.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Topics

Grade Mode: Standard Letter

FCS 5305. Sustainable Housing.

This course is an in-depth study of the relationship between housing and sustainability with a particular focus on the role of materials, technology, policy and human factors in fostering healthy social, economic and natural systems.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Grade Mode: Standard Letter

FCS 5307. Sustainable Lighting.

This course focuses on understanding the elements and principles of sustainable lighting and explains how it meets the qualitative needs of the visual environment with the least impact on the natural environment.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Grade Mode: Standard Letter

FCS 5310. Research Methods in FCS.

This course will cover the evaluation of concepts, methods, and strategies for research in the disciplines of family and consumer sciences. The course will focus on the nature and ethics of scientific research, including design, sampling, measurement, and data collection. Restricted to graduate level majors in the School of Family and Consumer Sciences.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Grade Mode: Standard Letter

FCS 5311. Statistics and Data Analysis for Family and Consumer Sciences.

This is a graduate level course covering statistical techniques commonly used in the field of family and consumer sciences. Topics include descriptive statistics, chi-square analysis, analysis of variance and covariance, simple and multiple linear regression, logistic regression, and use of statistical software. Data analysis to support decision-making is emphasized. Restricted to graduate students in FCS.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Grade Mode: Standard Letter

FCS 5340. International Study in Family and Consumer Sciences.

Study of Family and Consumer Sciences topics in international settings. Emphasis will be placed on an analysis of cultural differences and similarities and their application within FCS professions. Repeatable for credit. (MULT).

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Multicultural Content

Grade Mode: Standard Letter