ABOUT GREAT PLAINS IDEA

The Great Plains Interactive Distance Education Alliance (Great Plains IDEA) is a consortium of distinguished, accredited universities offering fully online graduate programs. Each university brings a unique strength in faculty and curriculum to the multi-institution program. Students choose a home university where they apply, are admitted, register for courses, and receive their degree. Online courses are taught by the best faculty in each discipline from several universities. Students pay one common price per credit hour regardless of which university is their degree-granting institution.

PARTICIPATING UNIVERSITIES

Kansas State University
www.k-state.edu/ksugpidea

University of Nebraska-Lincoln
online.unl.edu/GPidea.aspx

North Dakota State University
www.ndsu.edu/dce/degrees/graduate/ms_merch

Oklahoma State University
humansciences.okstate.edu/gpidea

South Dakota State University
www.sdstate.edu/cee/distance/gpidea.cfm

FOR MORE INFORMATION, VISIT HTTP://NDSU.ME/DCEMS1022

OR CONTACT US AT NDSU.GPIDEA.ND@NDSU.EDU

ndsudce @ndsudce
ABOUT THE PROGRAM

Designed for professionals in a variety of merchandising fields, this program provides students with a global perspective of the interaction of cultural, economic, political, social, and environmental systems as they relate to the industry. In the ever-changing global environment, the ability to merchandise products to the consumer is a strategic advantage, and will distinguish students from their peers in the industry.

WITH THIS DEGREE, YOU WILL BE ABLE TO

- Gain leadership skills for ever-changing situational contexts.
- Advance within the field of merchandising or begin a new career.
- Work at every level, from product development to promotions and retail management.
- Think critically about issues related to consumers, technology, industry trends, product development and distribution, the research and strategic planning process, ethics and social responsibility.

Note: Credits completed in a certificate may be considered as partial fulfillment for a graduate degree. Students should check with their degree-granting institution for more information.

PROGRAM OF STUDY

Master's Degree

30 CREDIT HOURS CORE COURSES

6 CREDIT HOURS PRACTICUM, THESIS OR ADDITIONAL ELECTIVE COURSEWORK
Depending on the requirements of the degree-granting institution.

CORE COURSES
- Consumer Behavior
- Professional Advancement
- Product Design, Development and Evaluation
- Promotional Strategies
- Retail Theory & Current Practices
- Historical and Current Issues In Trade
- International Retail Expansion
- Research Methods
- Financial Merchandising Implications
- Strategic Planning

Graduate Certificate

9 CREDIT HOURS CORE COURSES

3 CREDIT HOURS ELECTIVES (CHOOSE ONE)

CORE COURSES
- Consumer Behavior
- Professional Advancement
- Retail Theory and Current Practice

ELECTIVE COURSES
- Product Design, Development, and Evaluation
- Promotional Strategies in Merchandising

METHOD OF DELIVERY

The courses in this program are taught by the same instructors who teach on campus at the participating universities. Curriculum is specially adapted for the online environment to ensure students receive the same quality education as they would experience on campus.

Course schedules are determined by the teaching institution, but do not have set class times, allowing students to access course content when it is convenient for them. Students meet deadlines as outlined by the instructor, and interact with instructors and other students through e-mail, chats, discussion boards, and other interactive methods. Students must have access to a computer, e-mail, and the Internet.

BENEFITS OF ONLINE LEARNING

- Advance your career
- Increase your earning potential
- Maintain work and family commitments
- Interact with instructors and classmates from across the nation

should check with their degree-granting institution for more information.