

Virtual Information Session

MS in Retail Studies and
Certificate Programs



UNC
GREENSBORO
Bryan School of
Business and Economics

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Welcome!



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Before we begin...

Ask Questions!

If you have any questions throughout the presentation, please reach out via the chat feature.

Today's Topics

Program Background & Features

Career Outcomes

Student/Alumni Perspective

Application Process

Financial Information

Q & A



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Why the UNCG MS in Retail Studies Program?

Cutting-Edge Research

Top-Ranked

Flexible Program

Real-World Experience

Learn to Work Global Brands

Qualify for Management Positions

Growing Industry



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Program Offerings

MS in Retail Studies (30-31 credit hours)

On Campus: Thesis Concentration

Online: Global Apparel & Retail Management Concentration

Track Options:

- Merchandising and Brand Management
- Retail and Consumer Data Management

Graduate Certificates (12 credit hours)

- Global Fashion Industry Management
- Retail Merchandising Management
- Retail Consumer Data Analytics

On Campus Master's Program	Full-time study for 2 yrs	
	Estimated Program Cost	Per Credit Hour
In-State	\$17,500	\$583.33
Out-of-State	\$41,000	\$1,366.67

Online Master's Program	Full-time study for 2 yrs		Part-time study for 2½ yrs	
	Estimated Program Cost	Per Credit Hour	Estimated Program Cost	Per Credit Hour
In-State	\$15,000	\$500.00	\$15,000	\$500.00
Outside-of-NC	\$23,500	\$783.33	\$23,500	\$783.33
Out-of-State	\$38,500	\$1,283.33	\$38,500	\$1,283.33

Certificate Program	Part-time study for 1 yr	
	Estimated Program Cost	Per Credit Hour
In-State	\$6,000	\$500.00
Outside-of-NC	\$9,500	\$791.67
Out-of-State	\$15,500	\$1,291.67



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Curriculum - MS in Retail Studies

Core Courses (9 credit hours)

- Behavior of Softlines Consumers
- Analysis of Apparel and Related Industries
- Graduate Seminar

Study
Part-Time
or
Full-Time

Can be
completed
in 2 years

Thesis Concentration

Research Technique Courses (9 credit hours)

- Retail Data Analytics
- Intermediate Statistical Methods in Education
- Design and Analysis of Educational Experiments

Thesis (6 credit hours)

Electives (6 credit hours)

30 Credit Hours

On Campus with Online options

Merchandising & Brand Management

Track-Specific Courses (9 credit hours)

- Advanced Retail Analysis
- Advanced Retail Buying and Merchandising
- Apparel Brand Management

Supervised Industry Practicum
(6 credit hours)

Electives (6 credit hours)

30 Credit Hours
Online Only

Retail Consumer Data Management

Track-Specific Courses (10 credit hours)

- Advanced Retail Buying and Merchandising
- Retail Data Analytics
- Advanced Retail Data Analytics
- SAS System for Statistical Analysis

Supervised Industry Practicum
(6 credit hours)

Electives (6 credit hours)

31 Credit Hours
Online Only



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Curriculum - Certificate Options

Global Fashion Industry Management Certificate

Courses (12 credit hours)

- Analysis of Apparel and Related Industries
- Behavior of Softlines Consumers
- Advanced Retail Analysis *or* Advanced Retail Buying and Merchandising
- Principles of Supply Chain Management

Retail Merchandising Management Certificate

Courses (12 credit hours)

- Analysis of Apparel and Related Industries
- Advanced Retail Buying and Merchandising
- Behavior of Softlines Consumers
- Advanced Retail Analysis

Retail Consumer Data Analytics Certificate

Courses (12 credit hours)

- Advanced Retail Buying and Merchandising
- Retail Data Analytics
- Behavior of Softlines Consumers
- Advanced Retail Data Analytics

Can be completed in 1 year

Study Part-Time *or* Full-Time

Coursework from certificates is transferable to any MS in Retail Studies concentration.

Successful completion of a Retail Studies certificate program can waive the GRE requirement for the MS in Retail Studies program.



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Career Outcomes

- Assistant Buyer
- Enterprise Planner
- Global Sourcing
- Marketing Manager
- Material Developer Design
- Merchandise Manager
- Retail Data Analyst
- Senior Allocator
- Specialist Buyer
- Store Operations



Business Partners



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Student & Alumni Perspective

Graduate Student Ambassadors



Tara Bettle

t_bettle@uncg.edu



Kerry Cope

kjcope@uncg.edu



Asia Hardy

amhardy@uncg.edu



Elana Kellis

enkellis@uncg.edu

Alumni Ambassadors



Glynis Bell

2006 - MS in Retail Studies
glynisbell91@hotmail.com



LaTosha Bell

2019 - MS in Retail Studies
belllat10@gmail.com



Candace Carter-Johnson

2016 - MS in Retail Studies
CCarter92@gmail.com



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Application Process

- Bachelor's degree from an accredited university
- Official transcripts
- Three letters of recommendation
- Personal statement (1 page)
- Resume
- Online application & \$65 fee
- TOEFL/IELTS for non-native English speakers

Start your application at grs.uncg.edu

Application Deadlines

Spring 2024 November 15

Fall 2024 March 1, *priority*
June 15, *final*

*Applications are reviewed
on a rolling basis.*

*International applicants are strongly
encouraged to apply at least 1 month
before the published deadline.*



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Not Sure Yet?

Bryan Prelude Program

Six credit hours towards MBA degree

Easy Application Process:

- Undergraduate Transcript
- Personal Statement
- Current Resume



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Fellowships & Assistantships

- Labor intensive and highly competitive
- Priority is given to full-time, on-campus students
- Apply by March 1

Scholarships

- Limited and highly competitive
- Priority is given to those that apply by March 1

All admitted applicants are considered.

NOTE: Scholarship and assistantship decisions are made separately from admissions decisions, and there is no set timeline for award notifications.

Financial Aid (US Citizens Only)

- Aid eligibility based on enrollment status
- Must complete FAFSA, most admitted students are eligible for Federal Direct Unsubsidized Loans
- Visit fia.uncg.edu

Payment Plans

- Monthly payment option
Deposit + monthly installments
- Visit csh.uncg.edu

To learn more about how current Bryan School students are paying for their graduate education, register to attend one of our monthly Finance & Funding Webinars at go.uncg.edu/bryangrad.

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Contact Us



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