## Consumer Science (CNSR SCI)

### CNSR SCI 111 — FINANCIAL LIFE SKILLS FOR UNDERGRADUATES
1 credit.

Applied personal finance course to provide undergraduates in their first two years of college (freshman and sophomores) the knowledge and tools needed to successfully manage personal finances during their college years. Topics include financial values and behaviors, credit and student loans, housing, transportation, financial services, and spending and saving plans. Enroll Info: Freshman or Sophomore standing only

*Requisites:* Freshman or sophomore standing only  
*Repeatable for Credit:* No  
*Last Taught:* Spring 2018

### CNSR SCI/RELIG ST 173 — CONSUMING HAPPINESS
3 credits.

As the saying goes, money can't buy happiness – but in modern America, we certainly try. This course will provide an overview of the study of happiness and well-being, examine how consumers engage in consumption in pursuit of happiness, as well as explore the emergence of the experience economy, and the intersection of money and well-being. Students will read academic and popular pieces on positive psychology, prosocial spending and explore the psychology of persuasion in the promises associated with this industry. In addition to integrating visual media, students will have the opportunity to experience first-hand whether the advice works in their own lives. Enroll Info: None

*Requisites:* None  
*Course Designation:* Level - Elementary  
*L&S Credit:* Counts as Liberal Arts and Science credit in L&S  
*Repeatable for Credit:* No

### CNSR SCI 201 — CONSUMER RESEARCH & ANALYSIS
3 credits.

This course provides basic training in quantitative data analysis, with an emphasis on descriptive and inferential statistics with consumer research applications. Enroll Info: None

*Requisites:* STAT 301, STAT 371, SOC/C&E SOC 360, PSYCH 210, ECON 310, GEN BUS 303, or GEOG 360  
*Repeatable for Credit:* No  
*Last Taught:* Summer 2018

### CNSR SCI 250 — RETAIL LEADERSHIP SYMPOSIUM
1 credit.

Provides detailed examination of careers in the retailing industry. High level industry experts from leading companies in the retailing industry participate as guest speakers and panel members. Enroll Info: None

*Requisites:* None  
*Repeatable for Credit:* Yes, unlimited number of completions  
*Last Taught:* Spring 2018

### CNSR SCI 251 — FINANCIAL SERVICES LEADERSHIP SYMPOSIUM
1 credit.

Provides detailed examination of careers in the financial services industry. High level industry experts from leading companies in the financial services industry participate as guest speakers and panel members. Enroll Info: None

*Requisites:* None  
*Repeatable for Credit:* Yes, for 2 number of completions  
*Last Taught:* Spring 2018

### CNSR SCI 255 — CONSUMER FINANCIAL SERVICES INNOVATION
3 credits.

This course allows students to experience the current financial services market from the perspective of real families and then to design, develop and evaluate innovative solutions to improve service or address unmet needs. Enroll Info: None

*Requisites:* None  
*Repeatable for Credit:* Yes, for 2 number of completions  
*Last Taught:* Spring 2018

### CNSR SCI 257 — INTRODUCTION TO RETAILING
2 credits.

Foundational knowledge of the retail industry including the retailing process, the evolution of the industry, key drivers and trends to provide students with a framework and set of concepts that will support the remainder of the core retail courses. Enroll Info: None

*Requisites:* None  
*Repeatable for Credit:* No  
*Last Taught:* Spring 2018

### CNSR SCI 273 — FINANCES & FAMILIES
3 credits.

For the majority of Americans, money and family life is intertwined. This course will educate future financial planners on the basics of relationship formation and dissolution, gender and family dynamics and the psychology of money with the goal of encouraging financial equality among members of families of all types. Enroll Info: None

*Requisites:* None  
*Course Designation:* Breadth - Social Science  
*Level - Elementary*  
*L&S Credit:* Counts as Liberal Arts and Science credit in L&S  
*Repeatable for Credit:* No  
*Last Taught:* Fall 2017

### CNSR SCI 275 — CONSUMER FINANCE
3 credits.

An introduction to concepts and methods used in personal and family financial planning. Methods for planning and allocating resources to attain specific financial objectives are discussed. Topics include investments in real and financial assets, consumer credit issues, and insurance, pension, tax, and estate planning. Enroll Info: None

*Requisites:* None  
*Repeatable for Credit:* No
CNSR SCI 299 — INDEPENDENT STUDY
1-3 credits.
Directed study projects for freshmen and sophomores as arranged with a faculty member. Enroll Info: None
Requisites: Consent of instructor
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2016

CNSR SCI 301 — ADVANCED CONSUMER ANALYTICS
3 credits.
By the end of this semester, you will be able to leverage data analysis to drive consumer business decisions via the telling of a compelling, evidence-based story. The course is structured 1) to provide you with a core process by which data analysis can produce effective business actions, 2) to build your analytical abilities to execute the process and 3) to establish a method by which analytical results can be transformed into effective stories. The process and methods studied in this course will have application across a broad range of careers. Enroll Info: None
Requisites: None
Repeatable for Credit: No
Last Taught: Spring 2018

CNSR SCI 321 — FINANCIAL LIFE SKILLS FOR LIFE AFTER GRADUATION
1 credit.
This is an applied personal finance course that provides students nearing graduation (juniors and seniors) the knowledge and tools needed to successfully manage personal finances after college. Topics include financial values and behaviors, credit and student loans, housing, transportation, financial services, retirement planning, investing, and spending and saving plans. Enroll Info: None
Requisites: Junior standing. Not open to graduate students
Repeatable for Credit: No
Last Taught: Spring 2018

CNSR SCI 340 — BUILDING FINANCIAL ASSETS AND CAPABILITY FOR VULNERABLE FAMILIES
3 credits.
This course prepares students to help assess and prevent household financial problems and improve financial security. Based on the context of vulnerable households, financial services and public policy, this course focuses on skills related to managing cash flow, credit and debt, saving for emergencies and long-term goals. Enroll Info: None
Requisites: Satisfied Communications A requirement
Course Designation: Level - Intermediate
L&S Credit - Counts as Liberal Arts and Science credit in L&S
Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2017

CNSR SCI 350 — MEDIATION: A MECHANISM FOR SERVING THE CONSUMER INTEREST
3 credits.
Will examine the area of dispute resolution for consumer complaints mediated by consumer affairs professionals. Discussion of how mediation empowers the consumer interest; consumer complaint behavior, and areas of dispute in industry and government will be integral parts of this course. Enroll Info: None
Requisites: None
Repeatable for Credit: No
Last Taught: Fall 2011

CNSR SCI 355 — FINANCIAL COACHING
3 credits.
Financial coaching is an approach influenced by the fields of positive psychology and behavioral economics to help individuals build financial capability. This experiential course will prepare students for financial, social work, and asset building services. Enroll Info: None
Requisites: None
Repeatable for Credit: No
Last Taught: Fall 2017

CNSR SCI 360 — SUSTAINABLE AND SOCIALLY JUST CONSUMPTION
3 credits.
Examines how consumers influence sustainability and social justice through their purchases and how policy and globalization influence their choices. Students conduct original consumer research, and present their findings in an oral presentation and a research paper. Enroll Info: None
Requisites: None
Course Designation: Breadth - Social Science
Level - Elementary
L&S Credit - Counts as Liberal Arts and Science credit in L&S
Repeatable for Credit: No
Last Taught: Spring 2018

CNSR SCI 370 — COMPUTER APPLICATIONS IN RETAILING
3 credits.
Application of computer technology and analysis within the retailing environment. Topics include: merchandise inventory control and distribution, trend analysis and forecasting, electronic POS systems, credit authorization and control, store design and planning, and ethical issues. Enroll Info: None
Requisites: CNSR SCI 257
Repeatable for Credit: No
Last Taught: Fall 2011
CNSR SCI/HDFS 465 — FAMILIES & POVERTY
3 credits.

This course introduces students to research at the intersection of family and poverty studies. We will learn how family behaviors vary by socioeconomic status; how romantic relationships, childbearing, and childrearing may be implicated in poverty; what the consequences of poverty are for family functioning and children; and about the role of policy in influencing families and poverty. Enroll Info: None
Requisites: Sophomore standing
Course Designation: Breadth - Social Science
Level - Intermediate
L&S Credit - Counts as Liberal Arts and Science credit in L&S
Repeatability: No
Last Taught: Summer 2017

CNSR SCI 470 — HISTORY OF CONSUMER MOVEMENTS IN THE UNITED STATES
3 credits.

A survey of the historical interpretations and analyses of consumer activist efforts in the United States from the mid-nineteenth century to the late twentieth century. Enroll Info: None
Requisites: Sophomore standing
Repeatability: No
Last Taught: Fall 2010

CNSR SCI 475 — FAMILY ECONOMICS
3 credits.

Analysis of the family as a unique economic unit in the changing American economy. Enroll Info: None
Requisites: ECON 101 or 111
Repeatability: No
Last Taught: Spring 2018

CNSR SCI 477 — THE CONSUMER AND THE MARKET
3 credits.

Analysis of the consumer's market, consumer's behavior, and government policies affecting the consumer in the American economy. Enroll Info: None
Requisites: ECON 101 or 111
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatability: No
Last Taught: Spring 2018

CNSR SCI 478 — CONSUMER INFORMATION
3 credits.

Analysis of information available to consumers; evaluation of its sources and its quality. Examination of consumers' and consumerists' efforts to obtain information and to influence information sources. Evaluation of consumers' performances in the marketplace under conditions of incomplete information. Enroll Info: None
Requisites: CNSR SCI 477
Repeatability: No
Last Taught: Spring 2011

CNSR SCI 501 — SPECIAL TOPICS
1-3 credits.

Specialized subject matter of current interest to undergraduate students. Prerequisites vary by topic. Enroll Info: None
Requisites: None
Repeatability: Yes, unlimited number of completions
Last Taught: Spring 2017

CNSR SCI 503 — PREPARATION FOR RETAILING INTERNSHIP
1 credit.

Course prepares students for the competitive interviewing process required for retailing internship placement. Students research individual companies, analyze industry trends, and develop strategies for effective interviewing. Enroll Info: None
Requisites: Consent of instructor
Repeatability: No

CNSR SCI 527 — CONSUMER SPENDING AND SAVING OVER THE LIFECYCLE
3 credits.

Analysis of consumer patterns of spending and saving from a lifecycle perspective. Introduces consumption theory and economic, social and psychological factors affecting consumption patterns. Enroll Info: None
Requisites: Must have Junior standing and completion of Consumer Science 275
Repeatability: No
Last Taught: Fall 2016

CNSR SCI 555 — CONSUMER STRATEGY & EVALUATION
3 credits.

Leveraging a combination of design thinking and strategic planning, students will design a clear plan of action with compelling evidence for expected outcomes, implement the proposed plan with contingencies for the inevitable challenges and adjustments, and evaluate impact relative to goals with objective recommendations for future action. Enroll Info: None
Requisites: Junior standing
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatability: No
Last Taught: Spring 2018

CNSR SCI 560 — RETAIL PROMOTION
3 credits.

Developing store image through visual merchandising, advertising, sales, and other promotional activities. Enroll Info: None
Requisites: CNSR SCI 257
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatability: No
Last Taught: Spring 2015
CNSR SCI 561 — RETAIL CHANNEL STRATEGY & OMNI-CHANNEL RETAILING
3 credits.
This course immerses students in the effective design of retail channel strategies, where channels include physical stores, ecommerce, mobile, television and catalog. Special attention is paid to the ways in which retailers and consumers leverage more than one channel to create innovative and relevant experiences to enhance value and relationships. Students leverage the SoHE Digital Sandbox to experience these channels firsthand, constructing and testing their own omnichannel retail experiences. Enroll Info: None
Requisites: Junior standing
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2018

CNSR SCI 562 — THE GLOBAL CONSUMER
3 credits.
Key issues in international retailing with consideration of the global consumer. Enroll Info: None
Requisites: CNSR SCI 257
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2017

CNSR SCI 564 — RETAIL FINANCIAL ANALYSIS
3 credits.
Provides tools for planning and analyzing retail financial performance. Includes elements of retail financial statements, pricing, purchasing terms and conditions, merchandise planning, inventory control, and economic factors that impact retail businesses. Enroll Info: None
Requisites: (ACCT I S 100, ACCT I S 300, or GEN BUS 310) and CNSR SCI 257
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2018

CNSR SCI 565 — SEMINAR IN CONSUMER SCIENCE
3 credits.
Analysis of the economic welfare of the family in a changing economy and current social policy issues. Enroll Info: None
Requisites: Senior standing
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2014

CNSR SCI 567 — PRODUCT DEVELOPMENT STRATEGIES IN RETAILING
3 credits.
Merchandise product development planning through market trend analysis, assortment planning & sourcing production. Enroll Info: None
Requisites: CNSR SCI 257
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2018

CNSR SCI 575 — FAMILY ECONOMICS AND PUBLIC POLICY
3 credits.
Analysis of objectives of public policies specifically concerned with the economic welfare of families as expressed or proposed in federal and state legislation; appraisal of their economic and social consequences; and analysis of the issue. Enroll Info: None
Requisites: ECON 101 or 111
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2017

CNSR SCI 579 — CONSUMER POLICY ANALYSIS
3 credits.
Analysis of consumer policies enacted and proposed at federal, state, and municipal levels; application of economic analysis to consumer laws, public policies and regulations; study of the process of creating and enforcing legislation and impacts on consumers’ well-being. Enroll Info: None
Requisites: Junior standing
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2017

CNSR SCI 601 — CONSUMER SCIENCE INTERNSHIP
1-8 credits.
Enables students with supervised internships to earn academic credit while engaged in a professional experience in consumer science related fields. Course intended for juniors and seniors in Consumer Science. Enroll Info: None
Requisites: Consent of instructor
Course Designation: Workplace - Workplace Experience Course
Repeatable for Credit: Yes, unlimited number of completions

CNSR SCI 602 — FIELD EXPERIENCE IN RETAILING
1 credit.
Enables students with supervised field experiences to earn academic credit while engaged in a professional experience in retailing related fields. Course intended for sophomores in Retailing and Consumer Behavior. Enroll Info: None
Requisites: Consent of instructor
Course Designation: Workplace - Workplace Experience Course
Repeatable for Credit: No
Last Taught: Summer 2014

CNSR SCI 603 — RETAILING INTERNSHIP
1-6 credits.
Enables students with supervised internships to earn academic credit while engaged in a professional experience in retailing related fields. Course intended for juniors and seniors in Retailing and Consumer Behavior. Enroll Info: None
Requisites: Consent of instructor
Course Designation: Workplace - Workplace Experience Course
Repeatable for Credit: Yes, unlimited number of completions
CNSR SCI 627 — ADVANCED CONSUMER FINANCE
3 credits.
Studies financial markets and instruments from the perspective of individual consumers and their portfolio decisions over their lifetime. Enroll Info: None
Requisites: CNSR SCI 275
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2017

CNSR SCI 635 — ESTATE PLANNING FOR FINANCIAL PLANNERS
3 credits.
Analysis from a financial planner's perspective of the process of planning the accumulation, conservation, and distribution of an estate, in the manner that most effectively and efficiently accomplishes an individual's personal tax and non-tax objectives. Enroll Info: None
Requisites: CNSR SCI 275 or ECON/FINANCE/ECON 300
Repeatable for Credit: No
Last Taught: Spring 2018

CNSR SCI 657 — CONSUMER BEHAVIOR
3 credits.
Analyses from social and psychological perspectives. Motivation, perception, learning and attitude formation. Effects of social class, family structure, cultural backgrounds and reference groups. Enroll Info: None
Requisites: Sophomore standing
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2018

CNSR SCI 665 — HOUSEHOLD RISK MANAGEMENT
3 credits.
Application of advanced analytical techniques to examine household financial risk. Implications for financial planning of changes in family structure and earnings. Private and social insurance that guard against economic consequences of death, disability, ill health, retirement, marital dissolution. Use of financial planning software. Enroll Info: None
Requisites: (ECON 101 or 111) and CNSR SCI 275
Repeatable for Credit: No
Last Taught: Fall 2015

CNSR SCI 675 — FAMILY FINANCIAL COUNSELING
3 credits.
Systems approach to family financial management, stressing development of interpersonal techniques by professionals who will assist individuals and families to become responsible financial managers. Enroll Info: None
Requisites: CNSR SCI 275 and 627
Repeatable for Credit: No
Last Taught: Spring 2018

CNSR SCI 680 — SENIOR HONORS THESIS
2-4 credits.
Individual study for seniors completing theses for Human Ecology honors degrees as arranged with a faculty member. Enroll Info: None
Requisites: Consent of instructor
Course Designation: Honors - Honors Only Courses (H)
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2011

CNSR SCI 690 — SENIOR THESIS
2 credits.
Individual study for seniors completing theses as arranged with a faculty member. Enroll Info: None
Requisites: Consent of instructor
Repeatable for Credit: Yes, unlimited number of completions

CNSR SCI 699 — INDEPENDENT STUDY
1-6 credits.
Directed study projects for juniors and seniors as arranged with a faculty member. Enroll Info: None
Requisites: Consent of instructor
Repeatable for Credit: Yes, unlimited number of completions

CNSR SCI 748 — THE ECONOMIC ORGANIZATION OF THE HOUSEHOLD
3 credits.
Applies intermediate microeconomic theory to analyze household resource allocation decisions. Surveys current household economic decision theories and models. Life cycle analysis of goods and service consumption, intrahousehold paid work, household production and leisure time allocation, household decisions about fertility, marriage and divorce. A prior intermediate microeconomics course is recommended. Enroll Info: None
Requisites: Graduate/professional standing
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2014

CNSR SCI 888 — ADVANCED CONSUMER BEHAVIOR
3 credits.
The purpose of this class is to provide graduate students with a broad-based knowledge of the consumer behavior literature. The objective of the course is to develop students as active researchers in fields that require an understanding of consumer research. A prior undergraduate or graduate course in consumer behavior is recommended. Enroll Info: None
Requisites: Graduate/professional standing
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2017
CNSR SCI 901 — GRADUATE SPECIAL TOPICS IN CONSUMER SCIENCE
1-3 credits.
Specialized subject matter of current interest to graduate students. Enroll Info: None
Requisites: Graduate/professional standing
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2017

CNSR SCI 930 — SEMINAR IN FAMILY ECONOMIC POLICY
3 credits.
Graduate seminar on family economic well-being and the social and consumer policies that influence economic behavior and family economic status. Topics vary each year. Enroll Info: None
Requisites: Graduate/professional standing
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2017

CNSR SCI 960 — SEMINAR IN CONSUMER RESEARCH
1-3 credits.
The identification of concepts, frameworks and theories used in consumer research. An introduction to and critique of selected topical areas of consumer research. Enroll Info: None
Requisites: Graduate/professional standing
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2011

CNSR SCI 990 — RESEARCH AND THESIS
1-12 credits.
Independent research and writing for graduate students under the supervision of a faculty member. Enroll Info: None
Requisites: Consent of instructor
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions

CNSR SCI 999 — INDEPENDENT STUDY
1-3 credits.
Directed study projects for graduate students as arranged with a faculty member. Enroll Info: None
Requisites: Consent of instructor
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions