Retaining and consumer behavior (RCB) leverages technology and research to understand and improve the global customer experience. This bachelor of science degree blends business and analytics with creativity, trend tracking, and technology. Students develop the skills to work in an industry that powers economies and offers ample employment opportunities, including online retailing and social commerce professions. Our experienced faculty guide RCB students through an inspiring and flexible curriculum that prepares them for careers in a dynamic and globally-focused industry.

Explore the world of commerce and technology from a people-first perspective. As a RCB major you’ll learn to research, improve, and better understand the global customer experience with the support and guidance of SoHE faculty, a team of industry experts and researchers. Coursework integrates analytics and statistics with retailing, consumer science, and business courses.

SoHE’s RCB graduates work for diverse and rapidly growing retailing companies around the globe. Technology and management jobs have been in high demand for several years and are only expected to continue their rapid growth.

RCB majors complete a required internship before graduating, allowing them to pursue their own personal interests and to develop a strong portfolio of skills and references that will propel them to launch successful careers.

### HOW TO GET IN

**PROSPECTIVE UW–MADISON STUDENTS**

All prospective UW–Madison students must apply through the central Office of Admissions and Recruitment (https://www.admissions.wisc.edu).

Students who indicate interest in the retailing and consumer behavior major on their UW–Madison application will be admitted to the retailing and consumer behavior major upon admittance to the university. In addition, students may indicate interest in retailing and consumer behavior when registering for Student Orientation, Advising, and Registration (SOAR).

**CURRENT UW–MADISON STUDENTS**

First-year students in good academic standing and first-semester transfer students may declare the retailing and consumer behavior major upon request. All other students must apply through a competitive application process.

The best way for interested students to receive advising or additional information is by attending a Becoming a SoHE Student Workshop (https://sohe.wisc.edu/prospective-students/prospective-students/becoming-sohe-student-workshops).

Visit On-campus Student Application (https://sohe.wisc.edu/prospective-students/prospective-students/applying-human-ecology) for application information and the October and February deadlines.

### REQUIREMENTS

#### UNIVERSITY GENERAL EDUCATION REQUIREMENTS

All undergraduate students at the University of Wisconsin–Madison are required to fulfill a minimum set of common university general education requirements to ensure that every graduate acquires the essential core of an undergraduate education. This core establishes a foundation for living a productive life, being a citizen of the world, appreciating aesthetic values, and engaging in lifelong learning in a continually changing world. Various schools and colleges will have requirements in addition to the requirements listed below. Consult your advisor for assistance, as needed. For additional information, see the university Undergraduate General Education Requirements (http://guide.wisc.edu/undergraduate/#requirementsforundergraduatetestudytext) section of the Guide.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Detail</th>
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<tbody>
<tr>
<td>General Education</td>
<td>• Breadth—Humans/Literature/Arts: 6 credits</td>
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<td>• Breadth—Natural Science: 4 to 6 credits, consisting of one 4- or 5-credit course with a laboratory component; or two courses providing a total of 6 credits</td>
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<td>• Breadth—Social Studies: 3 credits</td>
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<td>• Communication Part A &amp; Part B *</td>
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<td></td>
<td>• Ethnic Studies *</td>
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<td>• Quantitative Reasoning Part A &amp; Part B *</td>
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* The mortarboard symbol appears before the title of any course that fulfills one of the Communication Part A or Part B, Ethnic Studies, or Quantitative Reasoning Part A or Part B requirements.

#### RETAILING & CONSUMER BEHAVIOR REQUIREMENTS

A complete list of requirements is below. Students should follow the curriculum requirements in place at the time they entered the major. Curriculum checksheets from previous academic years are available online (https://sohe.wisc.edu/prospective-students/advising/curriculum-checksheets). This requirement list should be used in combination with a DARS report.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td><strong>School of Human Ecology Requirements</strong></td>
<td></td>
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<tr>
<td><strong>Math</strong></td>
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<tr>
<td>MATH 112</td>
<td>Algebra</td>
<td>3</td>
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<tr>
<td>Or higher (not MATH 130 or 141) unless exempt through placement exam</td>
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<tr>
<td><strong>Statistics</strong></td>
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<td>3-4</td>
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<tr>
<td>Select one of the following:</td>
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<tr>
<td>STAT 301</td>
<td>Introduction to Statistical Methods</td>
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<tr>
<td>SOC/ C&amp;E SOC 360</td>
<td>Statistics for Sociologists I</td>
<td></td>
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<tr>
<td>STAT 371</td>
<td>Introductory Applied Statistics for the Life Sciences</td>
<td></td>
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<tr>
<td>PSYCH 210</td>
<td>Basic Statistics for Psychology</td>
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</tbody>
</table>
ECON 310  Statistics: Measurement in Economics
GEOG 360  Quantitative Methods in Geographical Analysis

Arts and Humanities
Literature  3
Humanities  6

Social Science
ECON 101  Principles of Microeconomics  4
Select 6 credits designated Social Science breadth  6

Physical, Biological and Natural Science  9

Human Ecology Breadth  3
Select one Human Ecology course from CSCS, DS, HDFS, or INTER-HE.

Consumer Science Courses
CNSR SCI 250  Retail Leadership Symposium  1
CNSR SCI 257  Introduction to Retailing  2
CNSR SCI 201  Consumer Research & Analysis  3
CNSR SCI 275  Consumer Finance  3
CNSR SCI 657  Consumer Behavior  3
CNSR SCI 564  Retail Financial Analysis  3
CNSR SCI 555  Consumer Strategy & Evaluation  3

Accounting Course
Select one course from the following:  3
ACCT I S 300  Accounting Principles
ACCT I S 100  Introductory Financial Accounting
GEN BUS 310  Fundamentals of Accounting and Finance for Non-Business Majors

Retailing and Consumer Behavior Depth
Select one course from the following:  3
CNSR SCI 561  Retail Channel Strategy & Omni-Channel Retailing
CNSR SCI 562  The Global Consumer
CNSR SCI 567  Product Development Strategies in Retailing

Consumer Science Depth
Select 6 credits from TWO different Consumer Science Depth Option Areas (Not also used above in the Retailing and Consumer Behavior Depth category):  6

I. Multidisciplinary-Applied Research
CNSR SCI 301  Advanced Consumer Analytics
CNSR SCI 527  Consumer Spending and Saving Over the Lifecycle
CNSR SCI 579  Consumer Policy Analysis

II. Promoting Well-Being
CNSR SCI / RELIG ST 173  Consuming Happiness
CNSR SCI 273  Finances & Families
CNSR SCI 340  Building Financial Assets and Capability for Vulnerable Families
CNSR SCI 355  Financial Coaching

III. Ethics, Leadership, and Policy
CNSR SCI 255  Consumer Financial Services Innovation
CNSR SCI 360  Sustainable and Socially Just Consumption
CNSR SCI / HDFS 465  Families & Poverty
CNSR SCI 477  The Consumer and the Market
CNSR SCI 562  The Global Consumer
CNSR SCI 567  Product Development Strategies in Retailing
CNSR SCI 575  Family Economics and Public Policy

High Impact Practice
CNSR SCI 603  Retailing Internship  3

Electives
Select electives to bring degree credit total to 120

Total Credits  70-71

1 CNSR SCI 250 Retail Leadership Symposium may be repeated for up to three credits. Credits in addition to the one required credit will be counted as elective credits.

UNIVERSITY DEGREE REQUIREMENTS

Requirements Detail
Total Degree  To receive a bachelor's degree from UW–Madison, students must earn a minimum of 120 degree credits. The requirements for some programs may exceed 120 degree credits. Students should consult with their college or department advisor for information on specific credit requirements.

Residency  Degree candidates are required to earn a minimum of 30 credits in residence at UW–Madison. "In residence" means on the UW–Madison campus with an undergraduate degree classification. "In residence" credit also includes UW–Madison courses offered in distance or online formats and credits earned in UW–Madison Study Abroad/Study Away programs.

Quality of Work  Undergraduate students must maintain the minimum grade point average specified by the school, college, or academic program to remain in good academic standing. Students whose academic performance drops below these minimum thresholds will be placed on academic probation.

LEARNING OUTCOMES

1. Students will invoke interdisciplinary and collaborative approaches to understand the interactions between individuals and their social and environmental contexts.
2. Students will demonstrate the ability to harness, analyze and interpret relevant data for making real world decisions.
3. Students will acquire professional and life skills related to workplace communication, teamwork, active listening and adapting to technology.
4. Students will demonstrate an understanding of the global retail industry and how retailers can enhance consumer well-being.
ADVISING AND CAREERS

STUDENT ACADEMIC AFFAIRS & CAREER DEVELOPMENT

The Student Academic Affairs & Career Development Office (SAA) fosters undergraduate students’ personal, academic, and professional development. Through advising, academic planning, and career education we support students as they navigate the college experience—from exploring our majors as prospective students to becoming SoHE alumni.

ACADEMIC ADVISING

Each SoHE student is assigned to an academic advisor in the Student Academic Affairs & Career Development Office. SoHE academic advisors support academic and personal success by partnering with current and prospective SoHE students as they identify and clarify their educational goals, develop meaningful academic plans, and pursue their own Wisconsin Experience.

To explore academic advising resources or schedule an appointment with a SoHE academic advisor, visit Advising in SoHE (https://sohe.wisc.edu/prospective-students/advising).

CAREER DEVELOPMENT

Active engagement in the career development process is a vital component of a student’s personal growth in college and future success as a lifelong learner, professional, and global citizen. SoHE career advisors help prepare students for life post-graduation through individual and group advising and integration of career readiness throughout our curriculum.

To explore career development resources or schedule an appointment with a SoHE career advisor, visit Internship and Career Preparation (https://sohe.wisc.edu/prospective-students/career-preparation).

PEOPLE

Professors Bartfeld, Shim, Wong, Zepeda; Associate Professor Collins, Robb; Assistant Professors Addo, Ashton, Warmath; Faculty Associates Lepe, Murray, O’Brien, Olive, Whelan

For more information, visit the School of Human Ecology faculty and staff directory (https://sohe.wisc.edu/connect/faculty-staff).