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 2021

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
Last Taught: Summer 2021

CNSR SCI 201 — CONSUMER INSIGHTS
3 credits.

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, 371, C&E SOC/SOC 360, PSYCH 210, ECON 310, GEN BUS 303, 306, or GEOG 360
Repeatable for Credit: No
Last Taught: Summer 2021

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 2021

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 2021

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: No
Last Taught: Spring 2021

CNSR SCI 257 — INTRODUCTION TO RETAIL
2 credits.

Foundational knowledge of the retail industry including the retail process, the evolution of the industry, key drivers and trends to provide 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 2021

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 2020

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
Last Taught: Summer 2021
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 2020

CNSR SCI 301 — CONSUMER ANALYTICS
3 credits.
Leverage data analysis to drive consumer business decisions via the telling of a compelling, evidence-based story. Structured to 1) provide you with a core process by which data analysis can produce effective business actions, 2) build your analytical abilities to execute the process and 3) establish a method by which analytical results can be transformed into effective stories. The process and methods studied will have application across a broad range of careers. Enroll Info: None
Requisites: CNSR SCI 201
Repeatable for Credit: No
Last Taught: Spring 2021

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: Summer 2021

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: Spring 2021

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 2020

CNSR SCI 360 — SUSTAINABLE AND SOCIALY 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 390 — FINANCIAL LIFE SKILLS: PEER EDUCATION TECHNIQUES
2 credits.
Examine student learning and development to become effective peer educators in the BadgerSense Financial Life Skills program. Learn about common financial issues college students face. Develop knowledge and skills related to interpersonal and group communication, the impact of leadership, group learning and how to create a positive financial learning experience. Enroll Info: None
Requisites: Completion of CNSR SCI 275 OR CNSR SCI 111 OR CNSR SCI 321
Repeatable for Credit: No

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 Sustain - Sustainability
Repeatable for Credit: No
Last Taught: Spring 2019

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
Repeatable for Credit: 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
Repeatable for Credit: No
Last Taught: Spring 2021

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
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2019

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
Repeatable for Credit: No
Last Taught: Fall 2016

CNSR SCI 555 — CONSUMER DESIGN STRATEGIES & 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 and CNSR SCI 657
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2021

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
Repeatable for Credit: No
Last Taught: Spring 2015

CNSR SCI 561 — CONSUMER ENGAGEMENT STRATEGIES
3 credits.
Exploring applications of consumer behavior and insights in developing strategies for consumer engagement. Enroll Info: None
Requisites: CNSR SCI 657
Repeatable for Credit: No
Last Taught: Spring 2021

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: Spring 2021

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: Summer 2021

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 566 — 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
Sustain - Sustainability
Repeatable for Credit: No
Last Taught: Summer 2021
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
Repeateable 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
Repeateable for Credit: No
Last Taught: Spring 2021

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
Repeateable for Credit: Yes, unlimited number of completions
Last Taught: Summer 2021

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
Repeateable 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
Repeateable for Credit: Yes, unlimited number of completions
Last Taught: Summer 2021

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
Repeateable for Credit: No
Last Taught: Fall 2020

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 FINANCE/ECON 300
Repeateable for Credit: No
Last Taught: Spring 2021

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
Repeateable for Credit: No
Last Taught: Spring 2021

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
Repeateable for Credit: No
Last Taught: Spring 2021

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
Repeateable for Credit: No
Last Taught: Spring 2021
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
Course Designation: Level - Advanced
L&S Credit - Counts as Liberal Arts and Science credit in L&S
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2011

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: Spring 2021

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: Spring 2021

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: Fall 2020

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: Level - Advanced
L&S Credit - Counts as Liberal Arts and Science credit in L&S
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Summer 2021

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
Last Taught: Spring 2021