

# 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.

**Requisites:** Freshman or sophomore standing only

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

## 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.

**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:** Spring 2024

## 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.

**Requisites:** (STAT 301, 371, CE SOC 360, PSYCH 210, ECON 310, GEN BUS 303, 306, or GEOG 360) and (GEN BUS 106 or A A E 335)

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

## 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.

**Requisites:** None

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2024

## 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.

**Requisites:** None

**Repeatable for Credit:** Yes, for 2 number of completions

**Last Taught:** Spring 2024

## 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.

**Requisites:** None

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

## 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.

**Requisites:** None

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

## 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.

**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 2023

## 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.

**Requisites:** None

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**CNSR SCI 299 – INDEPENDENT STUDY**

1-3 credits.

Directed study projects for freshmen and sophomores as arranged with a faculty member.

**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.

**Requisites:** CNSR SCI 201

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**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.

**Requisites:** Junior standing. Not open to graduate students

**Repeatable for Credit:** No

**Last Taught:** Fall 2023

**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.

**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 2023

**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.

**Requisites:** None

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**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.

**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 2024

**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.

**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.

**Requisites:** Sophomore standing

**Course Designation:** Breadth - Social Science

Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**CNSR SCI 475 – FAMILY ECONOMICS**

3 credits.

Analysis of the family as a unique economic unit in the changing American economy.

**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.

**Requisites:** ECON 101 or 111**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2024**CNSR SCI 501 – SPECIAL TOPICS**

1-3 credits.

Specialized subject matter of current interest to undergraduate students.

Prerequisites vary by topic.

**Requisites:** None**Repeatable for Credit:** Yes, unlimited number of completions**Last Taught:** Spring 2023**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.

**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.

**Requisites:** Junior standing and CNSR SCI 657**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2024**CNSR SCI 560 – RETAIL PROMOTION**

3 credits.

Developing store image through visual merchandising, advertising, sales, and other promotional activities.

**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.

**Requisites:** CNSR SCI 657**Repeatable for Credit:** No**Last Taught:** Spring 2024**CNSR SCI 562 – THE GLOBAL CONSUMER**

3 credits.

Key issues in international retailing with consideration of the global consumer.

**Requisites:** CNSR SCI 257**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2024**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.

**Requisites:** CNSR SCI 257, (ACCT IS 100 or 300 or GEN BUS 310), and (GEN BUS 106 or A A E 335), or graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2024**CNSR SCI 567 – PRODUCT DEVELOPMENT STRATEGIES IN RETAILING**

3 credits.

Merchandise product development planning through market trend analysis, assortment planning sourcing production.

**Requisites:** CNSR SCI 257**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2024**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.

**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.

**Requisites:** Junior standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2024**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.

**Requisites:** Consent of instructor**Course Designation:** Workplace - Workplace Experience Course**Repeatable for Credit:** Yes, unlimited number of completions**Last Taught:** Spring 2024**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.

**Requisites:** Consent of instructor**Course Designation:** Workplace - Workplace Experience Course**Repeatable for Credit:** Yes, unlimited number of completions**Last Taught:** Spring 2024**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.

**Requisites:** CNSR SCI 275**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2024**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.

**Requisites:** CNSR SCI 275 or FINANCE/ECON 300**Repeatable for Credit:** No**Last Taught:** Spring 2024**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.

**Requisites:** Sophomore standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2024**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.

**Requisites:** (ECON 101 or 111) and CNSR SCI 275**Repeatable for Credit:** No**Last Taught:** Spring 2024**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.

**Requisites:** CNSR SCI 275 and 627**Repeatable for Credit:** No**Last Taught:** Spring 2024**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.

**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.

**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.

**Requisites:** Consent of instructor**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

**Repeatable for Credit:** Yes, unlimited number of completions**Last Taught:** Fall 2023

**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.

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2024

**CNSR SCI 901 – GRADUATE SPECIAL TOPICS IN CONSUMER SCIENCE**

1-3 credits.

Specialized subject matter of current interest to graduate students.

**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 2024

**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.

**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 2023

**CNSR SCI 990 – RESEARCH AND THESIS**

1-12 credits.

Independent research and writing for graduate students under the supervision of a faculty member.

**Requisites:** Consent of instructor

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Fall 2023

**CNSR SCI 999 – INDEPENDENT STUDY**

1-3 credits.

Directed study projects for graduate students as arranged with a faculty member.

**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 2024