

CONSUMER BEHAVIOR AND MARKETPLACE STUDIES, B.S.

CONSUMER BEHAVIOR & MARKETPLACE STUDIES

Consumer Behavior & Marketplace Studies 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 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 Consumer Behavior & Marketplace Studies major students will 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 Consumer Behavior & Marketplace Studies 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.

Consumer Behavior & Marketplace Studies 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 consumer behavior and marketplace studies major on their UW–Madison application will be admitted to the consumer behavior and marketplace studies major upon admittance to the university. In addition, students may indicate interest in consumer behavior and marketplace studies when registering for Student Orientation, Advising, and Registration (SOAR).

CURRENT UW–MADISON STUDENTS

Declaration

- First-semester students may declare SoHE majors.
- All students with fewer than 60 GPA credits, a minimal 2.75 cumulative GPA, and not on probation in their current school/college may declare SoHE majors.

Application

- All other students must apply through a competitive application process.

The best way for interested students to receive advising or additional information is by meeting with a SoHE advisor (<https://advising.humanecology.wisc.edu/>).

Visit On-campus Student Application (<http://advising.humanecology.wisc.edu/academics/apply/>) for application information and 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/#requirementsforundergraduatestudytext>) section of the *Guide*.

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| General Education | <ul style="list-style-type: none"> • Breadth—Humanities/Literature/Arts: 6 credits • 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 • Breadth—Social Studies: 3 credits • Communication Part A & Part B * • Ethnic Studies * • Quantitative Reasoning Part A & Part B * |
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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.

SCHOOL OF HUMAN ECOLOGY REQUIREMENTS

Code	Title	Credits
<i>Math</i>		
MATH 112	Algebra	3
	Or higher (not MATH 130 or 141) unless exempt through placement exam	
<i>Statistics</i>		
Select one of the following:		
STAT 301	Introduction to Statistical Methods	
SOC/ C&E SOC 360	Statistics for Sociologists I	
STAT 371	Introductory Applied Statistics for the Life Sciences	
PSYCH 210	Basic Statistics for Psychology	

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		
Human Ecology Breadth		3
Select one Human Ecology course from CSCS, DS, HDF5, or INTER-HE.		
Total Credits		37-38

CONSUMER BEHAVIOR AND MARKETPLACE STUDIES REQUIREMENTS

A complete list of requirements is below. Students should follow the curriculum requirements in place at the time they entered the major. This requirement list should be used in combination with a DARS report.

Code	Title	Credits
Consumer Science Courses		
CNSR SCI 257	Introduction to Retail	2
CNSR SCI 201	Consumer Insights	3
CNSR SCI 275	Consumer Finance	3
CNSR SCI 657	Consumer Behavior	3
CNSR SCI 564	Retail Financial Analysis	3
CNSR SCI 555	Consumer Design Strategies & 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	
Excel Proficiency		
Select one course from the following:		1-2
GEN BUS 106	Foundational Skills for Business Analysis	
A A E 335	Introduction to Data Analysis using Spreadsheets	
Consumer Behavior and Marketplace Studies Depth		
Select one course from the following:		3
CNSR SCI 561	Consumer Engagement Strategies	
CNSR SCI 562	The Global Consumer	
CNSR SCI 567	Product Development Strategies in Retailing	
Consumer Science Depth		
Select 6 credits from the course list below.		6
(Not also used in the Consumer Behavior and Marketplace Studies Depth category)		

CNSR SCI/ RELIG ST 173	Consuming Happiness	
CNSR SCI 255	Consumer Financial Services Innovation	
CNSR SCI 273	Finances & Families	
CNSR SCI 301	Consumer Analytics	
CNSR SCI 340	Building Financial Assets and Capability for Vulnerable Families	
CNSR SCI 360	Sustainable and Socially Just Consumption	
CNSR SCI/ HDF5 465	Families & Poverty	
CNSR SCI 477	The Consumer and the Market	
CNSR SCI 527	Consumer Spending and Saving Over the Lifecycle	
CNSR SCI 562	The Global Consumer	
CNSR SCI 567	Product Development Strategies in Retailing	
CNSR SCI 575	Family Economics and Public Policy	
CNSR SCI 579	Consumer Policy Analysis	
Professional Development		
CNSR SCI 250	Retail Leadership Symposium	1
INTER-HE 202	SoHE Career & Leadership Development	1
CNSR SCI 603	Retailing Internship	3
Electives		
Select electives to bring degree credit total to 120		
Total Credits		35-36

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

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

FOUR-YEAR PLAN

This is a sample four-year plan for Consumer Behavior and Marketplace Studies. We encourage all students to consult with their academic advisor to develop an individualized plan that meets their specific needs.

Please note there are several prerequisites required for course sequencing within the major. View prerequisites by clicking on the course links in the plan below. Some examples include:

- Statistics course and Excel proficiency for CNSR SCI 201 Consumer Insights
- Accounting for CNSR SCI 564 Retail Financial Analysis
- CNSR SCI 657 Consumer Behavior for CNSR SCI 555 Consumer Design Strategies & Evaluation

Freshman

Fall	Credits Spring	Credits
Communications A	3 Communications B	3-4
Ethnic Studies	3 ECON 101	4
MATH 112	3 Humanities	3
Science	3 Science	3
Elective	2 SoHe Breadth	3
14		16-17

Sophomore

Fall	Credits Spring	Credits
CNSR SCI 250	1 Literature	3
CNSR SCI 257	2 Science	3
STAT 301 (or other Statistics course from requirement list)	3-4 Social Science	3
Humanities	3 CNSR SCI 275	3
GEN BUS 106 or A A E 335 (Excel proficiency)	1-2 CNSR SCI 201	3
Elective	2	
INTER-HE 202	1	
13-15		15

Junior

Fall	Credits Spring	Credits Summer	Credits
ACCT I S 100, 300, or GEN BUS 310 (Note: GEN BUS 310 is recommended)	3 CNSR SCI 564	3 CNSR SCI 603	3
Social Science Elective	3 CNSR SCI 657	3	
Elective	3-4 Elective	3	
Elective	3 Elective	3	
Elective	3 Elective	3	
15-16		15	3

Senior

Fall	Credits Spring	Credits
Elective	3 CNSR SCI 555	3
Retailing & Consumer Behavior Depth	3 Consumer Science Depth	3
Consumer Science Depth	3 Elective	3
Elective	3 Elective	3
Elective	3 Elective	2
15		14

Total Credits 120-124

ADVISING AND CAREERS

ADVISING & CAREER CENTER

The Advising & Career Center (ACC) 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 Advising & Career Center. 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://go.wisc.edu/acc_office/).

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 Career Development (<https://go.wisc.edu/sohecareerdevelopment/>).

PEOPLE

PROFESSORS

Bartfeld, Collins, Shim, Wong

ASSOCIATE PROFESSORS

Robb

ASSISTANT PROFESSORS

Ashton, Bea, Harvey, Zhang

FACULTY ASSOCIATES

Andrews, Lepe, Murray, O'Brien, Olive, Sigler, Whelan

FOR MORE INFORMATION, VISIT THE SCHOOL OF HUMAN ECOLOGY FACULTY AND STAFF DIRECTORY ([HTTPS://HUMANECOLOGY.WISC.EDU/STAFF/UW_STAFF_TYPE/FACULTY-STAFF/](https://humanecology.wisc.edu/staff/uw_staff_type/faculty-staff/)).

WISCONSIN EXPERIENCE

INTERNSHIPS

Internships are a vital part of student career development and a highly valued component of the undergraduate curriculum in the School of Human Ecology. High-quality internships foster student development by bringing theories and classroom-based learning to life in real-world settings. In addition, internships give students the opportunity to explore careers related to their major, gain relevant experience in their field(s) of interest, and develop a better understanding of what is expected in a workplace by performing the tasks of a professional in that field.

For SoHE majors, internships are a requirement of our undergraduate curriculum. Students must have at least a junior standing (54+ credits) in order to pursue a 3-credit internship and must complete a minimum of 150 hours at the internship site. To be eligible, an internship must be educational in nature, directly relate to a student's major and career goals, and be approved by the Advising & Career Center (https://go.wisc.edu/acc_office/).

For some SoHE majors, additional course prerequisites may be required. For more information, visit SoHE Internships (<https://advising.humanecology.wisc.edu/careers/internship-requirement/>).

STUDENT ORGANIZATIONS

School of Human Ecology student organizations include:

- Apparel and Textile Association (ATA)
- Association of Fundraising Professionals - UW Madison Chapter (AFP)
- Community and Nonprofit Leaders (CNLUW)
- Financial Occupations Club for University Students (FOCUS)
- Interior Design Organization (IDO)/American Society of Interior Design (ASID) - Student Chapter
- Phi Upsilon Omicron (National Honor Society in Family and Consumer Sciences)

- Student Association for Human Development and Family Studies (SAHDFS)
- Student Retail Association (SRA)

For more information about registering as a SoHE student organization, please visit SoHE Student Organizations (<https://go.wisc.edu/sohestudentorganizations/>).

Learn more about UW–Madison registered student organizations through the Wisconsin Involvement Network (<https://win.wisc.edu/>).

RESOURCES AND SCHOLARSHIPS

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SCHOLARSHIPS AND OTHER FINANCIAL RESOURCES

The School of Human Ecology awards many merit and need-based scholarships each year. The deadline to apply for scholarships is typically late in the fall semester. To be eligible for these awards, scholarship recipients must be registered as full-time SoHE students.

Students who experience emergency financial situations may inquire about the availability of short-term loans through the SoHE Advising & Career Center. In addition, university scholarships, loans, and employment are available through the Office of Student Financial Aid (<https://financialaid.wisc.edu/>) (333 East Campus Mall; 608-262-3060).