CONSUMER BEHAVIOR AND MARKETPLACE STUDIES, B.S.

- Consumer Behavior & Marketplace Studies (For On-Campus Students) (p. 1)
- Consumer Behavior & Marketplace Studies: Consumer Behavior & Marketplace Studies (For Online Students) (p. 1)

Consumer Behavior & Marketplace Studies (For On-Campus Students)
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 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 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.

Consumer Behavior & Marketplace Studies: Consumer Behavior & Marketplace Studies (For Online Students)
The Consumer Behavior & Marketplace Studies program is also offered as an online (https://guide.wisc.edu/undergraduate/human-ecology/consumer-science/retailing-consumer-behavior-bs/retailing-consumer-behavior-consumer-behavior-marketplace-studies-online-bs/) option that provides an opportunity for students to complete their degree at a distance. This option is ideal for returning students with some college credit who are interested in a part-time program with no on-campus attendance required.

Students applying to the Consumer Behavior & Marketplace Studies: Consumer Behavior and Marketplace Studies Online program (https://guide.wisc.edu/undergraduate/human-ecology/consumer-science/retailing-consumer-behavior-bs/retailing-consumer-behavior-consumer-behavior-marketplace-studies-online-bs/) apply through UW-Madison Online (https://online.wisc.edu/). UW-Madison Online undergraduate programs are for those applying as transfer students (i.e., those transferring at least 12 college credits). Re-entry students who have previously attended the University of Wisconsin-Madison may also be considered. For more information, visit the UW-Ma (https://online.wisc.edu/apply/) or email a UW-Madison Online enrollment coach (uwmadisononline@wisc.edu). They are here to help you navigate the application process.

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
Declarations
- 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.

Applications
- 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://sohe.wisc.edu/students/applying-to-sohe/bass/).

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

PROSPECTIVE UW–MADISON ONLINE STUDENTS
Students applying to the Consumer Behavior and Marketplace Studies Online program (http://guide.wisc.edu/undergraduate/human-ecology/consumer-science/retailing-consumer-behavior-bs/retailing-consumer-behavior-consumer-behavior-marketplace-studies-online-bs/) apply through UW-Madison Online. UW–Madison Online undergraduate programs are for those applying as transfer students (i.e., those transferring at least 12 college credits). Students who are the best fit for this program will have completed 24 credit hours or more of transferable coursework from another college or university. UW-Madison re-entry students may also be considered. For more information, visit the UW-Madison Online admissions website.

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.

General Education
- 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 *

* 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

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

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.

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Science Courses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CNSR SCI 257</td>
<td>Introduction to Retail</td>
<td>2</td>
</tr>
<tr>
<td>CNSR SCI 201</td>
<td>Consumer Insights</td>
<td>3</td>
</tr>
<tr>
<td>CNSR SCI 275</td>
<td>Consumer Finance</td>
<td>3</td>
</tr>
<tr>
<td>CNSR SCI 657</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>CNSR SCI 564</td>
<td>Retail Financial Analysis</td>
<td>3</td>
</tr>
<tr>
<td>CNSR SCI 555</td>
<td>Consumer Design Strategies &amp; Evaluation</td>
<td>3</td>
</tr>
</tbody>
</table>

Accounting Course
- Select one course from the following: | 3
- ACCT 1S 300 | Accounting Principles                     |
- ACCT 1S 100 | Introductory Financial Accounting          |
- GEN BUS 310 | Fundamentals of Accounting and Finance for Non-Business Majors |

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                 |
- CNSR SCI 273 | Finances & Families                         |
- CNSR SCI 301 | Consumer Analytics                          |
- CNSR SCI 360 | Sustainable and Socially Just Consumption   |
- CNSR SCI/ HDFS 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**  34  

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.

**CONSUMER BEHAVIOR AND MARKETPLACE STUDIES: NAMED OPTION**
Students may elect to pursue a named option instead of the completing the Consumer Behavior and Marketplace Studies major requirements listed above. If selecting the Consumer Behavior and Marketplace Studies Online named option (http://guide.wisc.edu/undergraduate/human-ecology/consumer-science/retailing-consumer-behavior-bs/retailing-consumer-behavior-consumer-behavior-marketplace-studies-online-bs/), students may only enroll in online courses.

**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.

**Freshman**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications A</td>
<td>3</td>
<td>Communications A</td>
<td>3-4</td>
</tr>
<tr>
<td>Ethnic Studies</td>
<td>3</td>
<td>ECON 101</td>
<td>4</td>
</tr>
<tr>
<td>MATH 112</td>
<td>3</td>
<td>Humanities</td>
<td>3</td>
</tr>
<tr>
<td>Science</td>
<td>3</td>
<td>Science</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>2</td>
<td>CNSR SCI 275</td>
<td>3</td>
</tr>
<tr>
<td>CNSR SCI 250</td>
<td>1</td>
<td>CNSR SCI 555</td>
<td>3</td>
</tr>
</tbody>
</table>

Total 14  16-17

**Sophomore**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNSR SCI 250</td>
<td>1</td>
<td>INTER-HE 202</td>
<td>1</td>
</tr>
<tr>
<td>CNSR SCI 257</td>
<td>2</td>
<td>Literature</td>
<td>3</td>
</tr>
<tr>
<td>Social Science</td>
<td>3</td>
<td>Science</td>
<td>3</td>
</tr>
<tr>
<td>Humanities</td>
<td>3</td>
<td>Statistics</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>5</td>
<td>CNSR SCI 275</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>1</td>
<td>Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

Total 14  14

**Junior**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
<th>Summer</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT I S 100, 300, or GEN BUS 310</td>
<td>3</td>
<td>CNSR SCI 564</td>
<td>3</td>
<td>CNSR SCI 603</td>
<td>3</td>
</tr>
<tr>
<td>Social Science</td>
<td>3</td>
<td>Consumer Science Depth</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td>3-4</td>
<td>Elective Depth</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total 15-16  15  3

**Senior**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNSR SCI 201</td>
<td>3</td>
<td>CNSR SCI 555</td>
<td>3</td>
</tr>
<tr>
<td>CNSR SCI 657</td>
<td>3</td>
<td>Consumer Behavior and Marketplace Studies Depth</td>
<td>3</td>
</tr>
<tr>
<td>Consumer Science Depth</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

Total 15  15

**Total Credits** 121-123
**ADVISING AND CAREERS**

**ADVISING & CAREER CENTER**

The Advising & Career Center 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://GO.WISC.EDU/SOHE_DIRECTORY/).**

**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://go.wisc.edu/sohe_internships/).

**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**

**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/).

**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).