

CONSUMER BEHAVIOR AND MARKETPLACE STUDIES, B.S.

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	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			