

CONSUMER BEHAVIOR AND MARKETPLACE STUDIES, B.S.

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.