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

Visit On-campus Student Application (https://sohe.wisc.edu/prospective-students/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.