CONSUMER BEHAVIOR AND MARKETPLACE STUDIES, B.S.

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.

Universities General Education Requirements

- 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

Code | Title | Credits
--- | --- | ---
Math | MATH 112 | Algebra 3
Or higher (not MATH 130 or 141) unless exempt through placement exam

Statistics | 3-4
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
- 9

Human Ecology Breadth
- Select one Human Ecology course from CSCS, DS, HDFS, or INTER-HE. 3

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

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
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<th>Course Code</th>
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<tr>
<td>CNSR SCI 360</td>
<td>Sustainable and Socially Just Consumption</td>
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<tr>
<td>CNSR SCI/</td>
<td>Families &amp; Poverty</td>
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<td>HDFS 465</td>
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<td>CNSR SCI 477</td>
<td>The Consumer and the Market</td>
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<td>CNSR SCI 527</td>
<td>Consumer Spending and Saving Over the Lifecycle</td>
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<tr>
<td>CNSR SCI 562</td>
<td>The Global Consumer</td>
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<tr>
<td>CNSR SCI 567</td>
<td>Product Development Strategies in Retailing</td>
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<tr>
<td>CNSR SCI 575</td>
<td>Family Economics and Public Policy</td>
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<tr>
<td>CNSR SCI 579</td>
<td>Consumer Policy Analysis</td>
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**Professional Development**

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<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tr>
<td>CNSR SCI 250</td>
<td>Retail Leadership Symposium</td>
<td>1</td>
</tr>
<tr>
<td>INTER-HE 202</td>
<td>SoHE Career &amp; Leadership Development</td>
<td>1</td>
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<tr>
<td>CNSR SCI 603</td>
<td>Retailing Internship</td>
<td>3</td>
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**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 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.