CONSUMER BEHAVIOR AND
MARKETPLACE STUDIES, B.S.

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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 would be 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.