Admissions to the Consumer Marketplace Studies BS have been suspended as of spring 2024 and will be discontinued as of summer 2032. If you have any questions, please contact the department.

Consumer Marketplace Studies provides an opportunity for students to complete their degree at a distance. This option is ideal for returning students with some college credits who would like to complete their undergraduate degree in a flexible online format, with no on-campus attendance required. Program emphasis is on researching, understanding, and improving the global customer experience. Topics include retailing, consumer behavior, and consumer research and analysis. Graduates will be prepared to meet industry demand for employees with strong analytic and decision-making skills, who can redefine the way companies empathize and engage with their customers.

**HOW TO GET IN**

Admissions to the Consumer Marketplace Studies BS have been suspended as of spring 2024 and will be discontinued as of summer 2032. If you have any questions, please contact the department.

**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.

**General Education**

- 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

#### Core Consumer Behavior and Marketplace Studies Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNSR SCI 201</td>
<td>Consumer Insights</td>
<td>3</td>
</tr>
<tr>
<td>CNSR SCI 257</td>
<td>Introduction to Retail</td>
<td>2</td>
</tr>
<tr>
<td>CNSR SCI 275</td>
<td>Introduction to Personal Financial Planning</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Accounting Courses

- ACCT I S 300 Accounting Principles 3

**Total Credits 37**

**BACHELOR OF SCIENCE IN CONSUMER MARKETPLACE STUDIES REQUIREMENTS**

Core requirements for the major are 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. All students declared in the Consumer Marketplace Studies major must only take online courses.

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<td>3</td>
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</table>

**Accounting Courses**

- ACCT I S 300 Accounting Principles 3
or ACCT 150
CNSR SCI 564
CNSR SCI 657
CNSR SCI 555

Excel Proficiency
Select one course from the following:

GEN BUS 106
A A E 335

Consumer Behavior and Marketplace Studies
Elective
Select one of the following:

CNSR SCI 561
CNSR SCI 562
CNSR SCI 567

Consumer Science Electives
Select 6 credits from the following:

CNSR SCI/RELIG ST 173
CNSR SCI 273
CNSR SCI 301
CNSR SCI 477

Professional Development
CNSR SCI 250
INTER-HE 202

Electives
Select electives to bring degree credit total to 120

Total Credits 32-33

1 CNSR SCI 250 Retail Leadership Symposium may be repeated for up to 3 credits. The additional credit(s) will be counted as elective credit.

LEARNING OUTCOMES

1. Invoke interdisciplinary and collaborative approaches to understand the interactions between individuals and their social and environmental contexts.
2. Demonstrate the ability to harness, analyze and interpret relevant data for making real world decisions.
3. Acquire professional and life skills related to workplace communication, teamwork, active listening and adapting to technology.
4. Demonstrate an understanding of the global retail industry and how retailers can enhance consumer well-being.

FOUR-YEAR PLAN

This program is designed for transfer students, most of whom will enroll on a part-time basis. As such, there is not a four-year plan for this program. Please refer to the Requirements tab for more information about the curriculum and program plan.

ADVISING AND CAREERS

ACADEMIC ADVISING
Each UW-Madison Online student is assigned an academic and career (AC) advisor (https://online.wisc.edu/academic-career-coach/). The AC advisor will support the academic and personal success of each student by partnering with Human Ecology advisors in the Student Academic Affairs & Career Development Office (SAA), to assist students as they identify and clarify their educational goals, develop meaningful academic plans, and pursue their own Wisconsin Experience. To find out about other ways UW Madison’s campus supports online learners, visit the Academic Support Services page (https://oss.wisc.edu/support-services/)

CAREER DEVELOPMENT
Active engagement in the career development process is a vital component of a student’s personal growth in college and future success as a lifelong learner, professional, and global citizen. AC advisors (https://online.wisc.edu/academic-career-advisor/) help prepare students for life post-graduation through individual and group advising. The Office of Online Student Success (OSS) (https://oss.wisc.edu/) also provides a number of career resources (https://oss.wisc.edu/resumes/) for online learners.
PEOPLE

For more information, visit the School of Human Ecology Consumer Science faculty and staff directory (https://humanecology.wisc.edu/staff/sohe-department/consumer-science/).

RESOURCES AND SCHOLARSHIPS

ACADEMIC ADVISING

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OTHER FINANCIAL RESOURCES

Grants and loans are available through the Office of Student Financial Aid (https://financialaid.wisc.edu/) (333 East Campus Mall; 608-262-3060).

Additional details on how to save (https://online.wisc.edu/apply/#details).