CONSUMER MARKETPLACE STUDIES, BS

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

**Code** | **Title** | **Credits**
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MATH 112 | Algebra | 3
Or higher (not MATH 141) unless exempt through placement exam

Statistics

STAT 301 | Introduction to Statistical Methods | 3

Arts and Humanities

Literature | 3
Humanities | 6
Social Science

ECON 101 | Principles of Microeconomics | 4
Choose any 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.

**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.

**Code** | **Title** | **Credits**
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Core Consumer Behavior and Marketplace Studies Courses

CNSR SCI 201 | Consumer Insights | 3
CNSR SCI 257 | Introduction to Retail | 2
CNSR SCI 275 | Introduction to Personal Financial Planning | 3

Accounting Courses

ACCT I S 300 | Accounting Principles | 3
or ACCT I S 100 | Introductory Financial Accounting
CNSR SCI 564 | Retail Financial Analysis | 3
CNSR SCI 657 | Consumer Behavior | 3
CNSR SCI 556 | Consumer Design Strategies & Evaluation | 3

Excel Proficiency

Select one course from the following: 1-2

GEN BUS 106 | Foundational Skills for Business Analysis
AAE 335 | Introduction to Data Analysis using Spreadsheets

Consumer Behavior and Marketplace Studies Elective

Select one of 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 Electives

Select 6 credits from the following: 6

CNSR SCI/ RELIG ST 173 | Consuming Happiness
CNSR SCI 273 | Finances & Families
CNSR SCI 301 | Consumer Analytics
CNSR SCI 477 | The Consumer and the Market

Professional Development

CNSR SCI 250 | Retail Leadership Symposium | 1
INTER-HE 202 | SoHE Career & Leadership Development | 1

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.

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.