

RETAILING AND CONSUMER BEHAVIOR: CONSUMER BEHAVIOR AND MARKETPLACE STUDIES ONLINE, B.S.

The first term for enrollment in the Retailing and Consumer Behavior: Consumer Behavior and Marketplace Studies Online B.S. named option is **fall 2021**.

Starting in fall 2021, the Consumer Behavior and Marketplace Studies Online option 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.