

# CONSUMER BEHAVIOR AND MARKETPLACE STUDIES, BS

The Bachelor of Science degree in Consumer Behavior & Marketplace Studies (<https://humanecology.wisc.edu/academics/undergraduate-majors/consumer-behavior-marketplace-studies/>) integrates research and knowledge from economics, finance, sociology, psychology, marketing, and public affairs to understand and improve the global customer experience. Students learn to analyze and solve problems from a people-first, and therefore a consumer-first perspective.

Our experienced faculty guide students through an applied and project-based curriculum that prepares them for careers in a variety of diverse and rapidly growing companies around the globe. As a Consumer Behavior & Marketplace Studies major, students will learn to apply analytical skills to better understand and improve the global customer experience from a human-centered approach. Active student learning is accomplished with the support and guidance of faculty, a team of industry experts, and researchers.

Consumer Behavior & Marketplace Studies majors complete a required internship before graduating, allowing them to further pursue their own personal interests and to further develop a strong portfolio of knowledge and experience that will propel them to launch successful careers.

Students in the major benefit from the Kohl's Center for Retailing Excellence (<https://badgersinretailing.wisc.edu/>), housed in the School of Human Ecology. The Center offers opportunities for students to network with industry partners, participate in case competitions, and attend trade shows and industry conferences. Additionally, as a National Retail Federation University Member (<https://nrf.com/membership/nrf-university-membership/>) and Fashion Scholarship Fund (<https://www.fashionscholarshipfund.org/about/>) member students gain the skills and resources needed for a life-changing career in a dynamic and growing global retail industry.

## Potential career areas could be, and are not limited to:

- Consumer Insights and Analytics
- Merchandise Buying and Planning
- Product Development
- Brand Management
- Media and Public Relations
- Corporate Social Responsibility
- Digital, Social Media, and Content Development Marketing
- Consulting
- Entrepreneurship

## HOW TO GET IN

### HOW TO GET IN

#### CURRENT UW-MADISON STUDENTS

##### Students in their first year of enrollment at UW-Madison

Requirements	Details
How to get in	No application required. All students who meet the requirements listed below are able to declare. For information on how to declare, see: <a href="https://go.wisc.edu/sohe-declare">https://go.wisc.edu/sohe-declare</a> ( <a href="https://go.wisc.edu/sohe-declare/">https://go.wisc.edu/sohe-declare/</a> ).
Courses required to get in	None.
GPA requirements to get in	<ul style="list-style-type: none"> <li>• First-semester students have no GPA requirement to declare.</li> <li>• Non-first-semester students within their first year of enrollment at UW-Madison: Minimum 2.750 cumulative GPA based on all UW-Madison coursework.</li> </ul>
Credits required to get in	None.
Other	Must be in good academic standing with their current school or college.

#### All other students (who do not meet the declaration criteria above)

Requirements	Details
How to get in	Application required. Meeting the requirements listed below does not guarantee admission. ( <a href="https://go.wisc.edu/sohe-apply">https://go.wisc.edu/sohe-apply</a> ) ( <a href="https://go.wisc.edu/sohe-apply/">https://go.wisc.edu/sohe-apply/</a> )
Courses required to get in	None.
GPA requirements to get in	None.
Credits required to get in	None.
Other	Must be in good academic standing with their current school or college.

Semester	Deadline to apply	Decision notification timeline
To apply for a fall start	The fifth Friday of the term.	Students will be notified about decisions approximately one month after the application deadline.
To apply for a spring start	The fifth Friday of the term.	Students will be notified about decisions approximately one month after the application deadline.
To apply for a summer start	This program does not accept applications to start in the summer.	

## PROSPECTIVE UW-MADISON STUDENTS

All prospective UW–Madison students must apply through the central Office of Admissions and Recruitment (<https://www.admissions.wisc.edu/>).

Students who indicate interest in the consumer behavior and marketplace studies major on their UW–Madison application will be admitted to the major upon admittance to the university. In addition, students may indicate interest in consumer behavior and marketplace studies when registering for Student Orientation, Advising, and Registration (SOAR).

## 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*.

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|-------------------|--|
| General Education | <ul style="list-style-type: none"> <li>Breadth–Humanities/Literature/Arts: 6 credits</li> <li>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</li> <li>Breadth–Social Studies: 3 credits</li> <li>Communication Part A &amp; Part B *</li> <li>Ethnic Studies *</li> <li>Quantitative Reasoning Part A &amp; Part B *</li> </ul> |
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\* 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
<i>Math</i> 0–3		
MATH 112	Algebra	
Or higher (not MATH 141) unless exempt through placement exam		
<i>Statistics</i> 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	
<i>Arts and Humanities</i>		
Literature		3
Humanities		6
<i>Social Science</i>		
ECON 101	Principles of Microeconomics	4
Select 6 credits designated Social Science breadth		6
<i>Physical, Biological and Natural Science</i>		
Human Ecology Breadth		3
Select one Human Ecology course from CSCS, DS, HDFs, or INTER-HE.		
<b>Total Credits</b>		<b>34–38</b>

### 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
<b>Consumer Behavior and Marketplace Studies Core Courses</b>		
CNSR SCI 257	Introduction to Retail	2
CNSR SCI 201	Consumer Insights <sup>2</sup>	3
CNSR SCI 175	Introduction to Consumer Finance	3
CNSR SCI 657	Consumer Behavior	3
CNSR SCI 564	Retail Financial Analysis <sup>2</sup>	3
CNSR SCI 555	Consumer Design Strategies & Evaluation <sup>2</sup>	3
<b>Accounting Course</b>		
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	
<b>Excel Proficiency</b>		
Select one course from the following:		1–2
GEN BUS 106	Foundational Skills for Business Analysis	
A A E 335	Introduction to Data Analysis using Spreadsheets	
<b>Consumer Behavior and Marketplace Studies Depth</b>		
Select one course from the following:		3
CNSR SCI 301	Consumer Analytics <sup>2</sup>	
CNSR SCI 561	Consumer Engagement Strategies <sup>2</sup>	
CNSR SCI 562	The Global Consumer <sup>2</sup>	
CNSR SCI 567	Product Development Strategies in Retailing <sup>2</sup>	
<b>Consumer Science Depth</b>		

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 <sup>2</sup>	
CNSR SCI 340	Building Financial Assets and Capability for Vulnerable Families	
CNSR SCI 360	Sustainable and Socially Just Consumption	
CSCS 455	Entrepreneurialism and Society	
CNSR SCI/ HDFS 465	Families & Poverty	
CNSR SCI 477	The Consumer and the Market <sup>2</sup>	
CNSR SCI 501	Special Topics	
CNSR SCI 561	Consumer Engagement Strategies <sup>2</sup>	
CNSR SCI 562	The Global Consumer <sup>2</sup>	
CNSR SCI 567	Product Development Strategies in Retailing <sup>2</sup>	
CNSR SCI 579	Consumer Policy Analysis	
<b>Professional Development</b>		
CNSR SCI 250	Retail Leadership Symposium <sup>1</sup>	1
INTER-HE 202	SoHE Career & Leadership Development	1
CNSR SCI 603	Retailing Internship	3
<b>Electives</b>		
Select electives to bring degree credit total to 120		
<b>Total Credits</b>		<b>35-36</b>

<sup>1</sup> 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.

<sup>2</sup> Consider the course prerequisites when planning.

## 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.

## LEARNING OUTCOMES

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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

### FOUR-YEAR PLAN

This is a sample four-year plan for Consumer Behavior and Marketplace Studies. We encourage all students to consult with their academic advisor to develop an individualized plan that meets their specific needs.

Please note there are several prerequisites required for course sequencing within the major. View prerequisites by clicking on the course links in the plan below. Some examples include:

- Statistics course and Excel proficiency before CNSR SCI 201 Consumer Insights
- Accounting and Excel proficiency before CNSR SCI 564 Retail Financial Analysis
- CNSR SCI 657 Consumer Behavior before CNSR SCI 555 Consumer Design Strategies & Evaluation

#### Freshman

Fall	Credits Spring	Credits
Communications A	3 Communications B	3-4
Ethnic Studies	3 ECON 101	4
MATH 112	3 Humanities	3
Science	3 Science	3
Elective	2 Human Ecology Breadth	3
<b>14</b>		<b>16-17</b>

#### Sophomore

Fall	Credits Spring	Credits
CNSR SCI 250	1 Literature	3
CNSR SCI 257	2 Science	3
STAT 301 (or other Statistics course from requirement list)	3 Elective	2

Humanities	3 CNSR SCI 175	3
GEN BUS 106 or A A E 335 (Excel proficiency)	1-2 CNSR SCI 201	3
Social Science	3 INTER-HE 202	1

**13-14****15****Junior**

Fall	Credits Spring	Credits Summer	Credits
ACCT IS 100, 300, or GEN BUS 310	3 CNSR SCI 564	3 CNSR SCI 603	3
Social Science	3 CNSR SCI 657	3	
Elective	3-4 Elective	3	
Elective	3 Elective	3	
Elective	3 Elective	3	

**15-16****15****3****Senior**

Fall	Credits Spring	Credits
Elective	3 CNSR SCI 555	3
Consumer Behavior & Marketplace Studies Depth	3 Consumer Science Depth	3
Consumer Science Depth	3 Elective	3
Elective	3 Elective	3
Elective	3 Elective	2

**15****14****Total Credits 120-123****ADVISING AND CAREERS****ADVISING AND CAREERS  
ADVISING & CAREER CENTER**

The Advising & Career Center (ACC) fosters undergraduate students' personal, academic, and professional development. Through advising, academic planning, and career education, we support students as they navigate the college experience – from exploring our majors as prospective students to becoming Human Ecology alumni.

**Academic Advising**

Each Human Ecology student is assigned to an academic advisor in the Advising & Career Center. Human Ecology academic advisors support academic and personal success by partnering with current and prospective Human Ecology students as they identify and clarify their educational goals, develop meaningful academic plans, and pursue their own Wisconsin Experience.

To explore academic advising resources or schedule an appointment with an academic advisor, visit Advising in Human Ecology (<https://advising.humanecology.wisc.edu/academics/apply/>).

**Career Development**

Each Human Ecology student is assigned to a career advisor in the Advising & Career Center. 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. Human Ecology career advisors help prepare students for life post-graduation through individual and group advising and integration of career readiness throughout our curriculum.

To explore career development resources or schedule an appointment with a Human Ecology career advisor, visit Career Development (<https://advising.humanecology.wisc.edu/careers/scheduling/>).

**Potential career areas could be, and are not limited to:**

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**Other Career Resources**

Kohl's Center for Retailing Excellence – connects industry partners with students to develop forward-thinking leaders of the future.

NRF University Member – The NRF Foundation provides the skills and resources needed for a life-changing career. As NRF's nonprofit 501(c)(3), they connect people to an industry that's a great place to start and a great place to grow. Together, they help people build better lives and stronger communities.

Fashion Scholarship Fund Member – The Fashion Scholarship Fund awards scholarships to help FSF Member School students succeed in all sectors of the industry including design, merchandising, marketing analytics, and business strategy. The FSF also provides scholars with a wide range of internship and career opportunities, mentorship, networking, professional development, and unprecedented access to the industry's most influential leaders and companies.

**PEOPLE****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/>).

**WISCONSIN EXPERIENCE****WISCONSIN EXPERIENCE  
INTERNSHIPS**

Internships are a vital part of student career development and a highly valued component of the undergraduate curriculum in the School of Human Ecology. High-quality internships foster student development by bringing theories and classroom-based learning to life in real-world settings. In addition, internships give students the opportunity to explore careers related to their major, gain relevant experience in their field(s) of interest, and develop a better understanding of what is expected in a workplace by performing the tasks of a professional in that field.

For Human Ecology majors, internships are a requirement of our undergraduate curriculum. Students must have at least a junior standing (54+ credits) in order to pursue a 3-credit internship and must complete a minimum of 150 hours at the internship site. To be eligible, an internship must be educational in nature, directly relate to a student's major and career goals, and be approved by the Advising & Career Center ([https://go.wisc.edu/acc\\_office/](https://go.wisc.edu/acc_office/)).

For some Human Ecology majors, additional course prerequisites may be required. For more information, visit Human Ecology Internships (<https://advising.humanecology.wisc.edu/careers/internship-requirement/>).

## STUDENT ORGANIZATIONS

School of Human Ecology student organizations include:

- Apparel and Textile Association (ATA)
- Community & Nonprofit Leaders (CNPL) of UW–Madison
- Financial Occupations Club for University Students (FOCUS)
- Interior Design Organization (IDO)
- Phi Upsilon Omicron (National Honor Society in Family and Consumer Sciences)
- Re-Wear It
- School of Human Ecology Makerspace Organization (SoHE Makerspace)
- Student Retail Association (SRA)

For more information about joining a Human Ecology student organization, please visit Human Ecology Student Organizations (<https://go.wisc.edu/sohestudentorganizations/>).

Learn more about UW–Madison registered student organizations through the Wisconsin Involvement Network (<https://win.wisc.edu/>).

## RESOURCES AND SCHOLARSHIPS

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## SCHOLARSHIPS AND OTHER FINANCIAL RESOURCES

The School of Human Ecology awards many merit and need-based scholarships each year. Students can learn more about these opportunities on the Human Ecology scholarships webpage (<https://humanecology.wisc.edu/academics/scholarships/>). To be eligible for these awards, scholarship recipients must be registered as full-time Human Ecology students. For further questions on the scholarship application, please contact the School of Human Ecology Scholarship Coordinator at [scholarships@sohe.wisc.edu](mailto:scholarships@sohe.wisc.edu).

Students who experience personal challenges or emergency financial situations may inquire about the availability of short-term loans (<https://humanecology.wisc.edu/academics/scholarships/#emergency::~:~:~:~:Emergency%20financial%20support,-Students%20experiencing%20specific>) with the Human Ecology Academic Deans (<https://advising.humanecology.wisc.edu/academic-dean-services/>) ([deansservices@sohe.wisc.edu](mailto:deansservices@sohe.wisc.edu)). In addition, university scholarships, loans, and employment are available through the Office of Student Financial Aid (<https://financialaid.wisc.edu/>) (333 East Campus Mall #9701; 608-262-3060).