

CONSUMER BEHAVIOR AND MARKETPLACE STUDIES, BS

FOUR-YEAR PLAN

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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
14		16-17

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 I S 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
Senior		3
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		