

CONSUMER BEHAVIOR AND MARKETPLACE STUDIES, B.S.

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 for CNSR SCI 201 Consumer Insights
- Accounting and Excel proficiency for CNSR SCI 564 Retail Financial Analysis
- CNSR SCI 657 Consumer Behavior for 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 | SoHe 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) | 3-4 | Elective | 2 |
| Humanities | 3 | CNSR SCI 275 | 3 |
| GEN BUS 106 or A A E 335 (Excel proficiency) | 1-2 | CNSR SCI 201 | 3 |
| Social Science | 3 | INTER-HE 202 | 1 |
| 13-15 | | 15 | |

Junior

| Fall | Credits | Spring | Credits | Summer | Credits |
|--|---------|--------------|---------|--------------|---------|
| ACCT I S 100, 300, or GEN BUS 310 (Note: GEN BUS 310 is recommended) | 3 | CNSR SCI 564 | 3 | CNSR SCI 603 | 3 |
| Social Science | 3 | CNSR SCI 657 | 3 | | |

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|---|----------------|------------------------|----------------|----------|
| 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 120-124