

CONSUMER BEHAVIOR AND MARKETPLACE STUDIES, B.S.

HOW TO GET IN

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 consumer behavior and marketplace studies 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).

CURRENT UW–MADISON STUDENTS

Declaration

- Students in their first year of enrollment at UW–Madison (i.e. their first two fall/spring semesters) may declare the major, as long as they meet the following criteria:
 - Minimum 2.75 GPA
 - Not on academic probation

Application

- All other students (who do not meet the declaration criteria above) must apply through a competitive application process

The best way for interested students to learn more about declaring or applying to a major is to visit SoHE's advising webpage (<https://advising.humanecology.wisc.edu/academics/apply/>).