

# CONSUMER BEHAVIOR AND MARKETPLACE STUDIES, BS

## 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/#requirementsforundergraduatestudyttext>) section of the *Guide*.

General Education	• Breadth–Humanities/Literature/Arts: 6 credits
	• 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
	• Breadth–Social Studies: 3 credits
	• Communication Part A & Part B *
	• Ethnic Studies *
	• Quantitative Reasoning Part A & Part B *

\* 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>		9
<i>Human Ecology Breadth</i>		3
Select one Human Ecology course from CSCS, DS, HDFs, or INTER-HE.		

**Total Credits** 34–38

### 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

#### Consumer Behavior and Marketplace Studies Core Courses

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

#### Accounting Course

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	

#### Excel Proficiency

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	

#### Consumer Behavior and Marketplace Studies Depth

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>	

#### Consumer Science Depth

Select 6 credits from the course list below.		6
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(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.