

# 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