

# CONSUMER BEHAVIOR AND MARKETPLACE STUDIES, B.S.

## CONSUMER BEHAVIOR & MARKETPLACE STUDIES

Consumer Behavior & Marketplace Studies leverages technology and research to understand and improve the global customer experience. This bachelor of science degree blends business and analytics with creativity, trend tracking, and technology. Students develop the skills to work in an industry that powers economies and offers ample employment opportunities, including online retailing and social commerce professions. Our experienced faculty guide students through an inspiring and flexible curriculum that prepares them for careers in a dynamic and globally-focused industry.

Explore the world of commerce and technology from a people-first perspective. As a Consumer Behavior & Marketplace Studies major students will learn to research, improve, and better understand the global customer experience with the support and guidance of SoHE faculty, a team of industry experts and researchers. Coursework integrates analytics and statistics with retailing, consumer science, and business courses.

SoHE's Consumer Behavior & Marketplace Studies graduates work for diverse and rapidly growing retailing companies around the globe. Technology and management jobs have been in high demand for several years and are only expected to continue their rapid growth.

Consumer Behavior & Marketplace Studies majors complete a required internship before graduating, allowing them to pursue their own personal interests and to develop a strong portfolio of skills and references that will propel them to launch successful careers.