

CONSUMER MARKETPLACE STUDIES, BS

Admissions to the Consumer Marketplace Studies BS are suspended as of spring 2024 and will be discontinued as of summer 2032. If you have any questions, please contact the department.

Consumer Marketplace Studies provides an opportunity for students to complete their degree at a distance. This option is ideal for returning students with some college credits who would like to complete their undergraduate degree in a flexible online format, with no on-campus attendance required. Program emphasis is on researching, understanding, and improving the global customer experience. Topics include retailing, consumer behavior, and consumer research and analysis. Graduates will be prepared to meet industry demand for employees with strong analytic and decision-making skills, who can redefine the way companies empathize and engage with their customers.

HOW TO GET IN

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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/#requirementsforundergraduatestudytext>) 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> | | |
| MATH 112 | Algebra | 3 |
| | Or higher (not MATH 141) unless exempt through placement exam | |
| <i>Statistics</i> | | |
| STAT 301 | Introduction to Statistical Methods | 3 |
| <i>Arts and Humanities</i> | | |
| | Literature | 3 |
| | Humanities | 6 |
| <i>Social Science</i> | | |
| ECON 101 | Principles of Microeconomics | 4 |
| | Choose any 6 credits designated Social Science breadth. | 6 |
| <i>Physical, Biological, and Natural Science</i> | | |
| | Human Ecology Breadth | 3 |
| | Select one Human Ecology course from CSCS, DS, HDFS, or INTER-HE. | |
| Total Credits | | 37 |

BACHELOR OF SCIENCE IN CONSUMER MARKETPLACE STUDIES REQUIREMENTS

Core requirements for the major are 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. All students declared in the Consumer Marketplace Studies major must only take online courses.

| Code | Title | Credits |
|---|---|---------|
| Core Consumer Behavior and Marketplace Studies Courses | | |
| CNSR SCI 201 | Consumer Insights | 3 |
| CNSR SCI 257 | Introduction to Retail | 2 |
| CNSR SCI 275 | Introduction to Personal Financial Planning | 3 |
| Accounting Courses | | |
| ACCT I S 300 | Accounting Principles | 3 |

| | | |
|----------------|---|---|
| or ACCT IS 100 | Introductory Financial Accounting | |
| CNSR SCI 564 | Retail Financial Analysis | 3 |
| CNSR SCI 657 | Consumer Behavior | 3 |
| CNSR SCI 555 | Consumer Design Strategies & Evaluation | 3 |

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**Elective**

Select one of the following: 3

| | | |
|--------------|---|--|
| CNSR SCI 561 | Consumer Engagement Strategies | |
| CNSR SCI 562 | The Global Consumer | |
| CNSR SCI 567 | Product Development Strategies in Retailing | |

Consumer Science Electives

Select 6 credits from the following: 6

| | | |
|---------------------------|-----------------------------|--|
| CNSR SCI/ RELIG ST 173 | Consuming Happiness | |
| CNSR SCI 273 | Finances & Families | |
| CNSR SCI 301 | Consumer Analytics | |
| CNSR SCI 477 | The Consumer and the Market | |

Professional Development

| | | |
|--------------|--|---|
| CNSR SCI 250 | Retail Leadership Symposium ¹ | 1 |
| INTER-HE 202 | SoHE Career & Leadership Development | 1 |

Electives

Select electives to bring degree credit total to 120

Total Credits 32-33

¹ CNSR SCI 250 Retail Leadership Symposium may be repeated for up to 3 credits. The additional credit(s) will be counted as elective credit.

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.

LEARNING OUTCOMES

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1. Invoke interdisciplinary and collaborative approaches to understand the interactions between individuals and their social and environmental contexts.
2. Demonstrate the ability to harness, analyze and interpret relevant data for making real world decisions.
3. Acquire professional and life skills related to workplace communication, teamwork, active listening and adapting to technology.
4. Demonstrate an understanding of the global retail industry and how retailers can enhance consumer well-being.

FOUR-YEAR PLAN

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This program is designed for transfer students, most of whom will enroll on a part-time basis. As such, there is not a four-year plan for this program. Please refer to the [Requirements](#) tab for more information about the curriculum and program plan.

ADVISING AND CAREERS

ADVISING AND CAREERS ACADEMIC ADVISING

Each UW–Madison Online student is assigned an academic and career (AC) advisor (<https://online.wisc.edu/academic-career-coach/>). The AC advisor will support the academic and personal success of each student by partnering with Human Ecology advisors in the Student Academic Affairs & Career Development Office (SAA), to assist students as they identify and clarify their educational goals, develop meaningful academic plans, and pursue their own Wisconsin Experience. To find out about other ways UW Madison's campus supports online learners, visit the Academic Support Services page. (<https://oss.wisc.edu/support-services/>)

CAREER DEVELOPMENT

Active engagement in the career development process is a vital component of a student's personal growth in college and future success as a lifelong learner, professional, and global citizen. AC advisors (<https://online.wisc.edu/academic-career-advisor/>) help prepare students for life post-graduation through individual and group advising. The Office of Online Student Success (OSS) (<https://oss.wisc.edu/>) also provides a number of career resources (<https://oss.wisc.edu/resumes/>) for online learners.

PEOPLE

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For more information, visit the School of Human Ecology Consumer Science faculty and staff directory (<https://humanecology.wisc.edu/staff/sohe-department/consumer-science/>).

RESOURCES AND SCHOLARSHIPS

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OTHER FINANCIAL RESOURCES

Grants and loans are available through the Office of Student Financial Aid (<https://financialaid.wisc.edu/>) (333 East Campus Mall; 608-262-3060).

Additional details on how to save (<https://online.wisc.edu/apply/#details>).