

CONSUMER MARKETPLACE STUDIES, BS

Admissions to the Consumer Marketplace Studies BS have been 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.