

CONSUMER BEHAVIOR AND MARKETPLACE STUDIES, BS

HOW TO GET IN

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CURRENT UW-MADISON STUDENTS

Students in their first year of enrollment at UW-Madison

Requirements	Details
How to get in	No application required. All students who meet the requirements listed below are able to declare. For information on how to declare, see: https://go.wisc.edu/sohe-declare (https://go.wisc.edu/sohe-declare/).
Courses required to get in	None.
GPA requirements to get in	<ul style="list-style-type: none"> • First-semester students have no GPA requirement to declare. • Non-first-semester students within their first year of enrollment at UW-Madison: Minimum 2.750 cumulative GPA based on all UW-Madison coursework.
Credits required to get in	None.
Other	Must be in good academic standing with their current school or college.

All other students (who do not meet the declaration criteria above)

Requirements	Details
How to get in	Application required. Meeting the requirements listed below does not guarantee admission. (https://go.wisc.edu/sohe-apply (https://go.wisc.edu/sohe-apply/))
Courses required to get in	None.
GPA requirements to get in	None.
Credits required to get in	None.
Other	Must be in good academic standing with their current school or college.

Semester	Deadline to apply	Decision notification timeline
To apply for a fall start	The fifth Friday of the term.	Students will be notified about decisions approximately one month after the application deadline.

To apply for a spring start	The fifth Friday of the term.	Students will be notified about decisions approximately one month after the application deadline.
To apply for a summer start	This program does not accept applications to start in the summer.	

PROSPECTIVE UW-MADISON STUDENTS

All prospective UW-Madison students must apply through the central Office of Admissions and Recruitment (<https://www.admissions.wisc.edu/>).

Students who indicate interest in Consumer Behavior and Marketplace Studies on their UW-Madison application will be admitted to the major upon admittance to the University. In addition, students may indicate interest in Consumer Behavior and Marketplace Studies when registering for Student Orientation, Advising, and Registration (SOAR).