

# CONSUMER MARKETPLACE STUDIES, BS

## 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 (<https://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	College 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>	9

<i>Human Ecology Breadth</i>	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
<b>Core Consumer Behavior and Marketplace Studies Courses</b>		
CNSR SCI 201	Consumer Insights	3
CNSR SCI 257	Introduction to Retail	2
CNSR SCI 275	Introduction to Personal Financial Planning	3
<b>Accounting Courses</b>		
ACCT I S 300 or ACCT I S 100	Accounting Principles Introductory Financial Accounting	3
CNSR SCI 564	Retail Financial Analysis	3
CNSR SCI 657	Consumer Behavior	3
CNSR SCI 555	Consumer Design Strategies & Evaluation	3
<b>Excel Proficiency</b>		
	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	
<b>Consumer Behavior and Marketplace Studies Elective</b>		
	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	
<b>Consumer Science Electives</b>		
	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	
<b>Professional Development</b>		
CNSR SCI 250	Retail Leadership Symposium <sup>1</sup>	1
INTER-HE 202	SoHE Career & Leadership Development	1
<b>Electives</b>		

Select electives to bring degree credit total to 120

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**Total Credits** **32-33**

<sup>1</sup> 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.