

# CONSUMER BEHAVIOR AND MARKETPLACE STUDIES (879)

Effective for Admissions 2021-2022

Name: \_\_\_\_\_

Advisor: \_\_\_\_\_

Date: \_\_\_\_\_

## GENERAL EDUCATION REQUIREMENTS (GER)

The requirements in this section apply to students who first enrolled in college after May 20, 1996.

A course taken to satisfy a requirement in the GER section of the checksheet may also be used to satisfy one, but only one, requirement in another section of the curriculum.

**Example:** Econ 101 may simultaneously be used to satisfy the GER Quantitative Reasoning B requirement **AND** the Econ 101 Social Science requirement.

With proper planning, you may be able to fulfill many of the GER through courses that are required or allowed in other sections of the curriculum. Although it is possible that other combinations exist, specific courses or categories are listed below to provide you with some guidance in your planning.

### Communication A \_\_\_\_\_ (unless exempt by placement exam)

- Choose any designated Communication A course

### Communication B \_\_\_\_\_

- Choose any designated Communication B course

### Quantitative Reasoning A (QR-A) \_\_\_\_\_ (unless exempt by placement exam)

- Choose any designated Quantitative Reasoning A course
- Math 112, 114, 171 will also fulfill the Consumer Science math requirement.

### Quantitative Reasoning B (QR-B) \_\_\_\_\_

- Econ 101, a requirement in the Social Science category, satisfies the QR-B requirement.

### Ethnic Studies \_\_\_\_\_

- Choose any designated Ethnic Studies course

## MATH 0-3 credits

Math 112 or higher (Not math 130 or 141) \_\_\_\_\_  
(unless exempt through placement exam)

## STATISTICS 3-4 credits

STAT 301, STAT 371, SOC 360, PSYCH 210, ECON 310, or GEOG 360

\_\_\_\_\_

## HUMAN ECOLOGY BREADTH 3 credits

Choose any 3 credits of Human Ecology courses outside of department from Civil Society and Community Studies (CSCS), Design Studies (DS), Human Development and Family Studies (HDFS), or Interdisciplinary Studies in Human Ecology (INTER-HE).

\_\_\_\_\_

## ARTS & HUMANITIES 9 credits

### Literature

Choose any designated Literature breadth course

\_\_\_\_\_

### Humanities

Choose from any designated Humanities breadth courses or foreign language, music, art or art history to bring total credits to 9

\_\_\_\_\_

\_\_\_\_\_

## SOCIAL SCIENCE 9 credits

ECON 101 (Micro) 3-4 \_\_\_\_\_

Choose any designated Social Science breadth courses to bring total credits to 9

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\_\_\_\_\_

## PHYSICAL, BIOLOGICAL & NATURAL SCIENCE 9 credits

Choose any designated Physical, Biological or Natural Science breadth courses to bring total credits to 9

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\_\_\_\_\_

\_\_\_\_\_

For the most accurate degree planning, this curriculum checksheet should be used in conjunction with a DARS report. A 2.0 is required for graduation. A minimum of 120 credits is required for graduation.

**CONSUMER SCIENCE COURSES** **20 credits**

CNSR SCI 257 Introduction to Retailing	2 _____
CNSR SCI 201 Consumer Insights	3 _____
CNSR SCI 275 Consumer Finance	3 _____
CNSR SCI 657 Consumer Behavior	3 _____
ACCT IS 100 Introduction to Financial Accounting <b>OR</b> ACCT IS 300 Accounting Principles <b>OR</b> GEN BUS 310 Fundamentals of Accounting & Finance for Non-Business Majors	3 _____
CNSR SCI 564 Retail Financial Analysis	3 _____
CNSR SCI 555 Consumer Design Strategies & Evaluation	3 _____

**CONSUMER SCIENCE DEPTH** **6 credits**

Select 6 credits from the course list below.  
(Not also used in the Consumer Behavior and Marketplace studies  
Depth category)

Course:

_____	3 _____
_____	3 _____

**CONSUMER BEHAVIOR AND MARKETPLACE STUDIES DEPTH**

**credits**

**reta3**

Select 3 credits from ONE of the following courses

CNSR SCI 561 Consumer Engagement Strategies <b>OR</b> CNSR SCI 562 The Global Consumer <b>OR</b> CNSR SCI 567 Product Development Strategies in Retailing	3 _____
_____	3 _____

**PROFESSIONAL DEVELOPMENT** **5 credits**

CNSR SCI 250 Retail Leadership Symposium	1 _____
INTER-HE 202 SoHE Career & Leadership Development	1 _____
CNSR SCI 603 Retailing Internship	3 _____

**CONSUMER SCIENCE DEPTH COURSES**

- CNSR SCI 173 Consuming Happiness
- CNSR SCI 255 Consumer Financial Services Innovation
- CNSR SCI 273 Finances & Families
- CNSR SCI 301 Consumer Analytics
- CNSR SCI 340 Building Financial Assets and Capability for  
Vulnerable Families
- CNSR SCI 360 Sustainable & Socially Just Consumption
- CNSR SCI 465 Families and Poverty
- CNSR SCI 477 The Consumer & the Market
- CNSR SCI 527 Consumer Spending & Saving over the Lifecycle
- CNSR SCI 562 The Global Consumer
- CNSR SCI 567 Product Development Strategies in Retailing
- CNSR SCI 575 Family Economics and Public Policy
- CNSR SCI 579 Consumer Policy Analysis

[Sample Four-Year Plan](#)