

Consumer Studies Major

Bachelor of Science in Apparel, Housing, and Resource Management
College of Liberal Arts and Human Sciences

For students graduating in calendar year 2022 and for student date of entry under UG Catalog 2020-2021

Consumer Studies Major

◆	CONS 3404 Consumer Education Strategies**	3__
◆	CONS 4304 Advanced Consumer and Family Finances**	3__
◆	CONS 4314 Debtor-Creditor Relationships	3__
◆	CONS 4324 Financial Counseling	3__
◆	CONS 4404 Consumer Protection	3__
◆	CONS 4414 Professionalism in Consumer Affairs	3__
	COMM 2004 Public Speaking	3__
	MGT 3304 Management Theory and Leadership Practice	3__

Total Consumer Studies Credits

24 credits

Controlled Electives

(Select at least 15 credits from one of the suggested emphases)

3__ 3__ 3__ 3__ 3__

Consumer Products and Promotion

CONS 4974 Independent Study
 CONS 4994 Undergraduate Research
 COMM 3134 Public Advocacy**
 CRIM 3414 Criminology**
 FMD 1204 Clothing and People
 FMD 3104 Fashion Retailing Concepts**
 FMD or PM/RED 3954 Study Abroad
 HNFE 1004 Foods, Nutrition, and Exercise
 MGT 3324 Organization Behavior
 MGT 3334 Managing Human Resources**
 MKTG 3504 Advertising**
 MKTG 4154 Marketing Research**
 MKTG 4204 Consumer Behavior**
 PHS 1514 Personal Health
 PHS 3534 Drug Education
 PSCI 3224 Public Opinion**
 PSCI 3264 Interest Groups**
 RED 2614 Introduction to Residential Technology
 RED 2644 Housing and the Consumer

Consumer Financial Services and Counseling

CONS 4974 Independent Study
 CONS 4994 Undergraduate Research
 FIN 2114 Investments & Financial Literacy
 FIN 3054 Legal and Ethical Environment of Business
 FIN 3104 Introduction to Finance**
 FIN 3204 Risk and Insurance
 FIN 3124 Financial Planning for Professionals
 FIN 4104 Retirement Planning**
 FMD or PM/RED 3954 Study Abroad
 MGT 3064 Cornerstones of Entrepreneurship and Innovation **
 MGT 3454 (AAEC 3454) Small Business Management and Entrepreneurship**
 PSCI 1014 Intro to United States Government and Politics
 PSCI 1024 Intro to Comparative Government and Politics

Total Consumer Studies Controlled Electives

15 credits

Total Consumer Studies Major Credits

39 credits

Free Electives

17 credits

- ◆ Courses included in in-major GPA calculation; in-major and overall GPA of 2.0 required for graduation.
- + For satisfactory progress toward a degree, these courses must be completed by the time the student has attempted 75 hours.

** Prerequisites or co-requisites apply. Consult your advisor.

A sequence of 2 foreign language courses is required for graduation unless 2 high school credits of the same foreign language or 6 transfer credit hours of foreign language have been earned. These credits do not count toward graduation. See Catalog section on "Graduation Requirements".

AHRM Core Degree Requirements

AHRM 1104 Introduction to AHRM and Student Resources	1__+	
<u>Economic Well-Being</u>		
◆ AHRM 2404 Consumer Rights	3__	
ECON 2005-2006 Principles of Economics or AAEC 1005-1006 Econ Food Fiber Systems	3__	3__
<u>Product Analysis (Choose one)</u>		
◆ CONS 3504 Resource Management for Individuals & Families** (required for CONS major)	3__	
FMD 1204 Clothing and People		
RED 2644 Housing and the Consumer		
<u>Business Fundamentals</u>		
MKTG 3104 Marketing Management**	3__	
<u>Action Learning (Choose one - minimum 3 credits)</u>		
◆ CONS 4964 Field Study**	3__	
◆ CONS 4974 Independent Study		
◆ CONS 4994 Undergraduate Research		
FMD or PM/RED 3954 Study Abroad		
FMD 4244 New York Fashion Study Tour (Pre: 12 hours Apparel area courses; junior standing) (FMD Majors)		

Total AHRM Core Requirements

19 credits

Pathways to General Education – Core Learning Outcomes for students entering in Fall 2018

The Pathways curriculum includes seven core learning outcomes (visit <https://www.apps.provost.vt.edu/pathways/table.html> for a full list of approved pathway courses)

I. Discourse ENGL 1105; 1106 or COMM 1015; 1016 ENGL 3764 Technical Writing; ENGL 3774 Business Writing; or ENGL 3104 Professional Writing	3(f)__+	3(f)__+	3(a)__
II. Critical Thinking in the Humanities	3__ +	3__	
III. Reasoning in the Social Sciences HD 1004 Human Development I HD 2004 Human Development II	3__ +	3__	
IV. Reasoning in the Natural Sciences	3__ +	3__	
V. Quantitative and Computational Thinking ◆ CONS 2304 Consumer and Family Finances MATH 1014 Precalculus with Transcendental Functions or MATH 1025 Elementary Calculus STAT 3604 Statistics for the Social Sciences (Pre: MATH 1014 or 1025 or 1225 or 1524 or 1525)	3(f)__+	3(f)__+	3(a)__
VI. Critique and Practice in Design and the Arts AHRM 1014 Design and Art for Consumers	3__ +	3__	
VII. Critical Analysis of Equity and Identity in the United States	3__		

Total Curriculum for Pathways General Education Requirements

45 credits

Minimum Total Credits

120 Credits

In accordance with university guidelines, courses satisfying Core Degree Requirements may not be double counted to satisfy other areas of a degree such as in Pathways, Major Requirements, etc.