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
- PSC 3224 Public Opinion**
- PSC 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 (AEC 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____+

**Economic Well-Being**
- AHRM 2404 Consumer Rights
- ECON 2005-2006 Principles of Economics or AAEC 1005-1006 Econ Food Fiber Systems  3____  3____

**Product Analysis (Choose one)**
- CONS 3504 Resource Management for Individuals & Families** (required for CONS major)
  - FMD 1204 Clothing and People
  - RED 2644 Housing and the Consumer

**Business Fundamentals**
- MKTG 3104 Marketing Management**  3____

**Action Learning (Choose one - minimum 3 credits)**
- CONS 4964 Field Study**
- 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](https://www.apps.provost.vt.edu/pathways/table.html) for a full list of approved pathway courses)

<table>
<thead>
<tr>
<th>Core Learning Outcome</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>I. Discourse</td>
<td>3(f)<em><strong>+ 3(f)</strong></em>+ 3(a)____</td>
</tr>
<tr>
<td>II. Critical Thinking in the Humanities</td>
<td>3____+ 3____</td>
</tr>
<tr>
<td>III. Reasoning in the Social Sciences</td>
<td>3____+ 3____</td>
</tr>
<tr>
<td>IV. Reasoning in the Natural Sciences</td>
<td>3____+ 3____</td>
</tr>
<tr>
<td>V. Quantitative and Computational Thinking</td>
<td>3(f)<em><strong>+ 3(f)</strong></em>+ 3(a)____</td>
</tr>
<tr>
<td>VI. Critique and Practice in Design and the Arts</td>
<td>3____+ 3____</td>
</tr>
<tr>
<td>VII. Critical Analysis of Equity and Identity in the United States</td>
<td>3____</td>
</tr>
</tbody>
</table>

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.