Consumer Studies Major
Bachelor of Science in Apparel, Housing, and Resource Management
College of Liberal Arts and Human Sciences
For student date of entry under UG Catalog 2023-2024

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___
   ACIS 2115 Principles of Accounting or 1004 Accounting Foundations  3___
   COMM 2004 Public Speaking  3___
   MGT 3304 Management Theory and Leadership Practice  3___

Total Consumer Studies Credits                       27 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**
PSCI 3224 Public Opinion**
PSCI 3264 Interest Groups**
RED 2614 Introduction to Residential Technology
RED 2644 Housing and the Consumer

Total Consumer Studies Controlled Electives                           15 credits

Consumer Financial Services and Counseling
ACIS 1504 Intro to Business Analytics & BI
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
HD 2304 Family Relationships
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 Major Credits               42 credits

Free Electives                    14 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 3
- 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) 3
- 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** 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
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
   - ENGL 3764 Technical Writing; ENGL 3774 Business Writing; or ENGL 3104 Professional Writing

II. **Critical Thinking in the Humanities**

III. **Reasoning in the Social Sciences**
   - HD 1004 Human Development I
   - HD 2004 Human Development II

IV. **Reasoning in the Natural Sciences**

V. **Quantitative and Computational Thinking**
   - CONS 2304 Consumer and Family Finances
   - MATH 1014 Precalculus with Transcendental Functions or MATH 1025 Elementary Calculus
   - MATH 1524 Business Calculus
   - STAT 3604 Statistics for the Social Sciences (Pre: MATH 1014 or 1025 or 1225 or 1524 or 1525)

VI. **Critique and Practice in Design and the Arts**
   - AHRM 1014 Design and Art for Consumers

VII. **Critical Analysis of Equity and Identity in the United States**

**Total Curriculum for Pathways General Education Requirements** 45 credits

**Minimum Total Credits** 120 Credits

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