South Dakota State University

Bachelor of Science
Major: Consumer Behavior
2025-2026 Sample 4-Year Plan
Total Degree Requirements: 120 credits

Student _____ **Student ID#** _____ **Student Phone #** _____

Advisor _____ **Minimum GPA** 2.0 **Minor/Career Interest(s)** _____

Students are not limited to this plan; it is meant to be used as a guide for planning purposes in consultation with your advisor. The sample schedule is one possible path to completing your degree within four years. For official program requirements, please refer to the Undergraduate Catalog.

FIRST YEAR

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ECON 119	First Year Seminar		3		
SGR #2	Oral Communication		1		
SGR #4	Arts & Humanities	SGR #4 satisfied by coursework from 2 different disciplines or one modern language sequence.	3		
SGR #5	Mathematics	p. placement, MATH 103 or higher	3		
SGR #6	Natural Sciences		4		
		Total Credit Hours	14		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
BADM 101	Survey of Business		3		
CA 230	Consumer Engagement		3		
PSYC 101	General Psychology (SGR #3)		3		
SGR #1	Written Communication	p. placement	3		
SGR #6	Natural Sciences		3		
		Total Credit Hours	15		

SECOND YEAR

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
CA 289	Consumers in the Market		3		
ACCT 210	Principles of Accounting I		3		
ECON 201	Principles of Microeconomics		3		
SGR #1	Written Communication	p. ENGL 101 (SGR #1)	3		
SGR #4	Arts and Humanities	SGR #4 satisfied by coursework from 2 different disciplines or one modern language sequence.	3		
		Total Credit Hours	15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ACCT 211	Principles of Accounting II	p. ACCT 210	3		
ECON 202	Principles of Macroeconomics		3		
Natural Science Course		See AHSS Natural Science list in the catalog.	3		
SGR #3	Social Sciences - Civics Requirement	Select from the designated list of courses to fulfill civics requirement	3		
Minor/2nd Major Course			3		
		Total Credit Hours	15		

THIRD YEAR

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
CA 412	Consumer Policy Analysis		3		
FIN 310	Business Finance	p. ACCT 211	3		
MKTG 370	Marketing		3		

Information Subject to Change. This is not a contract.

p. = Course Prerequisite
Semester: F = Fall, S = Spring, SU = Summer

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
Minor/2nd Major Course			3		
Electives			3		
		Total Credit Hours	15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
BLAW 350	Legal Environment of Business		3		
MGMT 360	Organization and Management	Requires C or better	3		
STAT 281	Introduction to Statistics	p. MATH 103 or higher	3		
Minor/2nd Major Course			3		
Electives			3		
		Total Credit Hours	15		

FOURTH YEAR

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
HRM 460	Human Resource Management	p. MGMT 360; Requires C or better	3		
MKTG 475	Consumer Behavior	p. MKTG 370	3		
MKTG 476	Marketing Research	p. MKTG 370, STAT 281	3		
OM 363	Introduction to Supply Chain Management		3		
Minor/2nd Major Course			3		
		Total Credit Hours	15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
BADM 485	Strategic Management	p. FIN 310, BLAW 350, MGMT 360, MKTG 370, Senior Standing and majors only; Requires C or better	3		
CA 430	Consumer Decision Making		3		
ECON 319	Seminar with Industry Leaders		1		
LDR 435	Organizational Leadership and Team Development		3		
Minor/2nd Major Course			3		
Electives			3		
		Total Credit Hours	16		

COMMENTS/NOTES

Students from all academic majors can pursue graduation with Fishback Honors College distinction. View the Honors program requirements.

As part of this program, students must complete/earn:

- a grade of "C" or better in FIN 310 - Business Finance, HRM 460 - Human Resource Management, MGMT 360 - Organization and Management, and BADM 485- Strategic Management
- If a student chooses to double major in two majors offered through the Ness School of Management and Economics, the second major needs to have at least 15 credits that are distinct from the first major.

As part of the College of Arts, Humanities and Social Sciences, students in this program must complete/earn:

- a minimum of 33 upper division credits (300-400 level courses)
- a capstone course in the major
- a minor, second major, or teaching specialization
- Natural Sciences Coursework: 10+ credits in any two lab sciences; must include two prefixes.

Testing into a higher-level language course may reduce time to graduation. To begin coursework above the 101 level, take the free modern language placement test at https://www.sdstate.edu/school-american-global-studies/language-placement-information. Students with any modern language experience are strongly encouraged to complete the placement test.