

CONSUMER BEHAVIOR

NAME _____ STUDENT NO _____ DATE _____

5.0 Year 1 courses (numbered 1000-1999)

5.0 Normally taken in YEAR I
1.0 MOS 1021A/B (Introduction to Consumer Behavior and Human Resources) MOS 1023A/B (Introduction to Accounting and Finance)
1.0 Math from: Calculus 1000A/B (Calculus I) Calculus 1301A/B (Calculus II) Calculus 1500A/B (Calculus I for Mathematical Sciences) Calculus 1501A/B (Calculus II for Mathematical and Physical Sciences) Mathematics 1225A/B (Methods of Calculus) Mathematics 1228A/B (Methods of Finite Mathematics) Mathematics 1229A/B (Methods of Matrix Algebra) Mathematics 1600A/B (Linear Algebra)
1.0 full course or equivalent numbered 1000-1999 from: Psychology Sociology
1.0 full-course or equivalent numbered 1000-1999 from: Anthropology Economics Geography History Political Science Psychology Sociology Women's Studies
1.0 full-course or equivalent numbered 1000 -1999

Module: 10.0 courses

3.5 Normally taken in YEAR II
1.0 Business 2257 (Accounting and Business Analysis)
1.0 from: MOS 2242A/B (Statistics) and 0.5 MOS 2000-level or above or Psychology 2820E (Research Methods and Statistical Analysis in Psychology) or Sociology 2205A/B (Statistics for Sociology) and Sociology 2206A/B (Research Methods in Sociology) or Statistical Sciences 2035 (Statistics for Business and Social Sciences)
0.5 MOS 2320A/B* (Marketing) <i>(Note: *Students interested in pursuing an HBA Degree at the Richard Ivey School of Business must defer MOS 2310A/B and 2320A/B until Year 3. These two courses will not count towards the 10.0 credits required for admission to the HBA Program and are discouraged for those students continuing on to the Richard Ivey School of Business. Students continuing in MOS must complete MOS 2310A/B and 2320A/B in Year 3 prior to enrolling in MOS courses for which these courses are the prerequisite.)</i>
1.0 MOS 2181A/B (Organizational Behavior) MOS 2275A/B (Business Law I)

2.5 Normally taken in YEAR III

1.5 MOS 3321F/G (Consumer Behavior)
MOS 3322F/G (Integrated Marketing Communications)
MOS 3420F/G (Marketing Research)

1.0 MOS 2310A/B* (Finance)
MOS 3330A/B (Operations Management)

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4.0 Normally taken in YEAR IV

1.0 Psychology 2070A/B (Social Psychology) **AND** 0.5 from the list below:

1.0 from:

Anthropology 2262F/G (The Production and Consumption of Global Commodities)
Anthropology 2272F/G (Anthropology of Tourism)
Anthropology 2280F/G (Economic Anthropology)
Economics 2124A/B (Economic Development I)
Economics 2128A/B (Economics of China)
Economics 2129A/B (Managerial Economics)
Economics 2150A/B (Intermediate Microeconomic Theory I)
Economics 2152A/B (Intermediate Macroeconomic Theory and Policy I)
Economics 2154A/B (Money)
Economics 2155A/B (Labor Economics – Theory)
Economics 2156A/B (Labor Economics – Bargaining)
Economics 2159A/B (Public Finance – Expenditure)
Economics 2160A/B (Public Finance – Revenue)
Economics 2162A/B (Comparative International Business)
Economics 2167A/B (International Economics)
Economics 2181A/B (Foundations of Financial Economics)
Economics 2191A/B (Risk and Financial Institutions)
English 2018A/B (The Culture of Leadership I)
English 2019A/B (The Culture of Leadership II)
Geography 2143A/B (Foundations of the Geography of World Business)
Geography 2144A/B (Geography of Tourism)
Geography 3422F/G (The Geography of International Business)
History 2120A/B (Northern Enterprise: Canadian Business and Labor History)
History 2171A/B (Greed is Good: The History of Modern Capitalism)
History 2183A/B (Women in the Workforce 1700-1990)
History 2807F/G (Entrepreneurship in the United States and Canada since 1800)
MOS 2277A/B (Personal Financial Planning)
MOS 3367A/B (Introduction to Fraud Examination)
Philosophy 2074F/G (Business Ethics)
Philosophy 2730F/G (Media Ethics)
Political Science 2102A/B (Capitalism and Democracy)
Political Science 2140A/B (Globalization: Competition and Democratic Governance)
Political Science 2211E (Business and Government)
Political Science 2246E (Public Administration)
Psychology 2030A/B (The Maladjusted Mind)
Psychology 2035A/B (Understanding Yourself and Others)
Sociology 2166A/B (The Organization and Experience of Work)
Sociology 2172A/B (Advertising and Society)
Sociology 3308F/G (Work and Health Across the Life Course)

1.0 MOS 4423F/G (Seminar in Consumer Research) MOS 4410A/B (Strategic Management)
1.0 MOS 4999E (Thesis) or MOS 3000-4000 level or above

1.0 Option
1.0 Option
1.0 Option
1.0 Option
1.0 Option (Category B if not already completed)

GRADUATION REQUIREMENTS (CHECK WHEN COMPLETED)

MODULE	10.0 courses required by the module	
ESSAYS	2.0 designated essay courses including 1.0 numbered 2000 or above (E, F or G)	
BREADTH	1.0 Category B (Arts and Humanities) course	
COURSES	No more than 7.0 Year 1 courses.	
	At least 13.0 Senior courses.	
	Total of at least 20.0 courses.	
AVERAGES	70% cumulative average on modular courses with no mark below 60%	
	65% cumulative average over 20.0 courses completed	
	No Failures	

You are responsible for the accuracy and completeness of your program.