CONSUMER SCIENCE

The Department of Consumer Science studies interactions among consumers, business, and government in order to advance the well-being of consumers, families, and communities. The department is multi-disciplinary, including study in economics, finance, sociology, psychology, marketing, and public affairs. The Department of Consumer Science offers two undergraduate degree programs: personal finance, and retailing and consumer behavior. Both courses of study focus broadly on the economic well-being of consumers and society. The department also offers M.S. and Ph.D. degrees in human ecology: consumer behavior and family economics.

DEGREES/MAJORS/CERTIFICATES


PEOPLE

Professors Bartfeld, Shim, Wong, Zepeda; Associate Professor Collins, Robb; Assistant Professors Addo, Ashton, Warmath; Faculty Associates Lepe, Murray, O’Brien, Olive, Whelan

For more information, visit the School of Human Ecology faculty and staff directory (https://sohe.wisc.edu/connect/faculty-staff).