HUMAN ECOLOGY: CONSUMER BEHAVIOR AND FAMILY ECONOMICS, PH.D.

This is a named option within the Human Ecology, Ph.D. (http://guide.wisc.edu/graduate/human-ecology-school-wide/human-ecology-phd/)

The Department of Consumer Science develops and disseminates information on the ways in which the interactions among consumers, business, and government can enhance the interests and well-being of consumers, families, and communities. The program focuses on various dimensions of well-being including economic/financial security, consumer empowerment, health, food security, housing security, sustainability, and the public policy that affects those dimensions of well-being. The program is interdisciplinary; current faculty have degrees in diverse fields including economics, marketing, sociology, retailing, social work, and consumer science. Some faculty have joint appointments with Cooperative Extension, providing students with opportunities for training in outreach and applied research. Ph.D. students work closely with faculty members, often collaborating on research and outreach programs. All Ph.D. students must complete core courses in consumer behavior, family economics, and research methods.

Students enrolled in one of the Human Ecology Ph.D. program named options have the opportunity to earn the Human Ecology MS: Human Ecology Research (http://guide.wisc.edu/graduate/human-ecology-school-wide/human-ecology-ms/human-ecology-human-ecology-research-ms/) degree along the way to the Ph.D. upon successful completion of coursework and research.

This is a multi-disciplinary degree program. Students will undertake research on consumer decision-making affecting the social and economic well-being of individuals and families. The goal of this program is to prepare students for the following types of job placements:

1. Tenure-track academic faculty positions, primarily in other schools of human ecology, consumer science or related units;
2. Research administration positions in government, non-tenure academic units, nonprofit organizations, think tanks and related entities; and,
3. Applied consumer research in the public and private sector, including market research, policy research and consulting.

Admissions

Please consult the table below for key information about this degree program's admissions requirements. The program may have more detailed admissions requirements, which can be found below the table or on the program's website.

Graduate admissions is a two-step process between academic programs and the Graduate School. Applicants must meet the minimum requirements (https://grad.wisc.edu/apply/requirements/) of the Graduate School as well as the program(s). Once you have researched the graduate program(s) you are interested in, apply online (https://grad.wisc.edu/apply/).

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Deadline</td>
<td>December 1</td>
</tr>
<tr>
<td>Spring Deadline</td>
<td>The program does not admit in the spring.</td>
</tr>
<tr>
<td>Summer Deadline</td>
<td>The program does not admit in the summer.</td>
</tr>
<tr>
<td>GRE (Graduate Record Examinations)</td>
<td>Not required.</td>
</tr>
<tr>
<td>English Proficiency Test</td>
<td>Every applicant whose native language is not English or whose undergraduate instruction was not in English must provide an English proficiency test score and meet the Graduate School minimum requirements (<a href="https://grad.wisc.edu/apply/requirements/#english-proficiency">https://grad.wisc.edu/apply/requirements/#english-proficiency</a>).</td>
</tr>
<tr>
<td>Other Test(s) (e.g., GMAT, MCAT)</td>
<td>n/a</td>
</tr>
<tr>
<td>Letters of Recommendation Required</td>
<td>3</td>
</tr>
</tbody>
</table>

Applications are accepted once per year for Fall admission and are due by December 1st of the preceding year. Admission to the Consumer Behavior & Family Economics (CBFBE) Ph.D. option in Human Ecology is based on academic merit and fit with the research strengths of the Consumer Science faculty. As such, the student’s Statement of Purpose should clearly indicate how their research interests correspond to the Ph.D. program and faculty strengths.

Applicants with a background in consumer science or related social science disciplines such as economics, political science, and sociology and in research methods and statistics will have the greatest chance of success. Students are eligible to be directly admitted to the Ph.D. program following successful completion of a bachelor’s degree.

Applicants should have successfully completed college-level courses covering subjects including introductory and intermediate microeconomics, consumer behavior, research methods, statistics and regression analysis, and calculus. Students who fail to meet the minimum course requirements for admission may still be admitted to the program but be required to take additional courses. An interview by phone or in person may be required.

To be considered for admission to the Consumer Behavior & Family Economics (CBFBE) Ph.D. option in Human Ecology, the department requires the following materials:

- Online application (https://grad.wisc.edu/apply/) indicating “Human Ecology PHD–Consmr Behav & Family Econ” as your program selection
- $75 application fee
- Curriculum vitae/resume
- Unofficial transcripts or academic records from each institution attended (official transcripts will be required for students who receive an admission offer)
- International students only:
  - Official Test of English as a Foreign Language (TOEFL) or Melab scores
  - International students who hold degrees from U.S. institutions do not need to submit language test scores
• Three letters of recommendation (Submitted electronically through your Graduate School application)
• Uploaded Statement of Purpose/Reasons for Graduate Study

Additional information is available on the program website (https://sohe.wisc.edu/graduate-students/research-and-creative-scholarship/consumer-behavior-family-economics/).

FUNDING

GRADUATE SCHOOL RESOURCES

Resources to help you afford graduate study might include assistantships, fellowships, traineeships, and financial aid. Further funding information (https://grad.wisc.edu/funding/) is available from the Graduate School. Be sure to check with your program for individual policies and restrictions related to funding.

PROGRAM RESOURCES

Funding opportunities for Human Ecology graduate students are available and made possible, in large part, by generous donations to SoHE. Every year, these funds are used to fund teaching or project assistantships, award academic excellence scholarships, and provide students doing their masters or doctoral research or final MFA project with conference travel scholarships and graduate research scholarships. See the School of Human Ecology Enrollment Policy on Funding Eligibility (https://sohe.wisc.edu/graduate-students/academic-policies-forms-deadlines/full-time-enrollment-policy-for-funding-eligibility/) and view current funding opportunities on our program website (https://sohe.wisc.edu/graduate-students/funding/) for more information.

REQUIREMENTS

MINIMUM GRADUATE SCHOOL REQUIREMENTS

Review the Graduate School minimum academic progress and degree requirements (http://guide.wisc.edu/graduate/policiesandrequirements#text), in addition to the program requirements listed below.

NAMED OPTION REQUIREMENTS

MODE OF INSTRUCTION

<table>
<thead>
<tr>
<th>Mode of Instruction Definitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face to Face: Courses typically meet during weekdays on the UW-Madison Campus.</td>
</tr>
<tr>
<td>Evening/Weekend: Courses meet on the UW-Madison campus only in evenings and/or on weekends to accommodate typical business schedules. Students have the advantages of face-to-face courses with the flexibility to keep work and other life commitments.</td>
</tr>
<tr>
<td>Hybrid: These programs combine face-to-face and online learning formats. Contact the program for more specific information.</td>
</tr>
<tr>
<td>Online: These programs are offered 100% online. Some programs may require an on-campus orientation or residency experience, but the courses will be facilitated in an online format.</td>
</tr>
<tr>
<td>Accelerated: Accelerated programs are offered at a fast pace that condenses the time to completion. Students typically take enough credits aimed at completing the program in a year or two.</td>
</tr>
</tbody>
</table>

REQUIREMENTS

REQUIRED COURSES

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNSR SCI 748</td>
<td>Consumer Science Theory Courses (Required)</td>
<td>9</td>
</tr>
<tr>
<td>CNSR SCI 888</td>
<td>Advanced Consumer Behavior (Required)</td>
<td></td>
</tr>
<tr>
<td>CNSR SCI 901</td>
<td>Graduate Special Topics in Consumer Science</td>
<td></td>
</tr>
<tr>
<td>CNSR SCI 930</td>
<td>Seminar in Family Economic Policy</td>
<td></td>
</tr>
<tr>
<td>CNSR SCI 901</td>
<td>Graduate Special Topics in Consumer Science</td>
<td></td>
</tr>
<tr>
<td>INTER-HE 801</td>
<td>Special Topics in Human Ecology (Professional Development Seminar)</td>
<td></td>
</tr>
</tbody>
</table>
UW–Madison undergraduate degree are allowed to count toward degree credit; undergraduate courses must be numbered 700 or above to count toward the minimum graduate coursework requirement. No undergraduate coursework may count toward the graduate residence requirement.

**UW–Madison University Special**

With program approval, students are allowed to count up to 18 credits of graduate coursework taken at other institutions or as a UW–Madison Special student (with a maximum of 9 special student credits as part of the 18). coursework must be numbered 300 or above for residence and degree credit and 700 or above to satisfy the minimum graduate coursework (50%) requirement. Credits earned ten or more years prior to admission to a doctoral degree are not allowed to satisfy requirements. Use of Special student credit may require payment of tuition difference.

**PROBATION**

The Graduate School regularly reviews the record of any student who earned grades of BC, C, D, F, or Incomplete in a graduate course (300 or above), or grade of U in research credits. This review could result in academic probation with a hold on future enrollment or in being suspended from the Graduate School.

**ADVISOR / COMMITTEE**

Every graduate student is required to have an advisor. An advisor is a faculty member, or sometimes a committee, from the major department responsible for providing advice regarding graduate studies. An advisor generally serves as the thesis advisor. In many cases, an advisor is assigned to incoming students. Students can be suspended from the Graduate School if they do not have an advisor.

To ensure that students are making satisfactory progress toward a degree, the Graduate School expects them to meet with their advisor on a regular basis.

A committee often accomplishes advising for the students in the early stages of their studies.

**CREDITS PER TERM ALLOWED**

12 credits

**TIME CONSTRAINTS**

Doctoral degree students who have been absent for ten or more consecutive years lose all credits that they have earned before their absence. Individual programs may count the coursework students completed prior to their absence for meeting program requirements; that coursework may not count toward Graduate School credit requirements.

A candidate for a doctoral degree who fails to take the final oral examination and deposit the dissertation within five years after passing the preliminary examination may by require to take another preliminary examination and to be admitted to candidacy a second time.

**GRIEVANCES AND APPEALS**

These resources may be helpful in addressing your concerns:

- Bias or Hate Reporting (https://doso.students.wisc.edu/bias-or-hate-reporting/)
- Graduate Assistantship Policies and Procedures (https://hr.wisc.edu/policies/gapp/#grievance-procedure)
- Hostile and Intimidating Behavior Policies and Procedures (https://hr.wisc.edu/hib/)
- Office of the Provost for Faculty and Staff Affairs (https://facstaffprovost.wisc.edu/)

---

**POLICIES**

**GRADUATE SCHOOL POLICIES**

The Graduate School’s Academic Policies and Procedures (https://grad.wisc.edu/acadpolicy/) provide essential information regarding general university policies. Program authority to set degree policies beyond the minimum required by the Graduate School lies with the degree program faculty. Policies set by the academic degree program can be found below.

**NAMED OPTION–SPECIFIC POLICIES**

**PRIOR COURSEWORK**

**Graduate Work from Other Institutions**

With program approval, students are allowed to count up to 18 credits of graduate coursework taken at other institutions or as a UW–Madison Special student (with a maximum of 9 special student credits as part of the 18). Prior coursework taken at other institutions may not be used to satisfy the minimum graduate residence credit requirement. Credits earned ten or more years prior to admission to a doctoral degree are not allowed to satisfy requirements.

**UW–Madison Undergraduate**

With program approval, up to 7 credits numbered 300 or above from a UW–Madison undergraduate degree are allowed to count toward degree credit; undergraduate courses must be numbered 700 or above to count toward the minimum graduate coursework requirement. No undergraduate coursework may count toward the graduate residence requirement.

**Statistics**

Courses should include computer and data analysis components. Students who have completed one of these or equivalent courses must, in consultation with their advisor, select a more advanced statistics course appropriate to their background and expected research.

- AAE 636 Applied Econometric Analysis I (Required)
- AAE 637 Applied Econometric Analysis II
- ED PSYCH 960 Structural Equation Modeling
- SOC 756 Demographic Techniques II

**Research Methods**

Students may select courses that are consistent with intended thesis methodologies, in consultation with advisor. Some options include:

- SOC 751 Survey Methods for Social Research
- SOC 752 Measurement and Questionnaires for Survey Research
- AAE 875 Special Topics
- ED PSYCH 773 Factor Analysis, Multidimensional Scaling and Cluster Analysis
- ED PSYCH 762 Introduction to the Design of Educational Experiments

**Total Credits**

51
Any student who feels that he or she has been treated unfairly by a Human Ecology faculty or staff member has the right to complain about the treatment and to receive a prompt hearing of the grievance, following the grievance procedures outlined below. To ensure a prompt and fair hearing of any complaint, and to protect both the rights of the student and the treatment and to receive a prompt hearing of the grievance, following the grievance procedures outlined below. To ensure a prompt and fair hearing of any complaint, and to protect both the rights of the student and the

Graduate Student Grievance Procedures

STEP 1. The student should first consider talking directly with the person(s) against whom the grievance is directed.

Some issues can be settled at this level, and some cannot be. Although students are encouraged to talk directly with the person(s) involved, we recognize that this may not always be possible. If the complaint cannot be resolved satisfactorily by talking with the person(s) involved, the student may continue to Step 2.

NOTE: In cases of sexual harassment, sexual misconduct, or racial discrimination, students may choose to bypass these procedures and report the conduct directly to either of the following offices:

- SoHE Human Resources Manager: Nancy Andrews (https://sohe.wisc.edu/staff/nancy-andrews/)
- The Office for Equity and Diversity (http://oed.wisc.edu/) (179-A Bascom Hall, 608-263-2378, Wisconsin Telecommunications Relay Service: 7-1-1)

STEP 2. Does the complaint involve someone in a Human Ecology academic department (Civil Society and Community Studies, Consumer Science, Design Studies, and Human Development & Family Studies)?

- Yes: The student should contact the chair of the department. The student will submit the grievance to the chair in writing. This must be done within 60 calendar days of the alleged unfair treatment. The department chair will refer the matter to the department’s Graduate Program Committee or to another appropriate departmental committee (standing or ad hoc) for review. The committee will share the student’s written complaint with the person at whom the complaint is directed, and will obtain a written response from this person. This response will be shared with the student filing the grievance. The committee chair will provide a timely written decision to the student on the action taken by the committee (the departmental decision). If either party is unwilling to accept the departmental decision, the department chair will refer the matter to the Associate Dean for Graduate Studies (see contact information below). The Associate Dean will bring the grievance to the Human Ecology Graduate Program Council for review. (NOTE: if the grievance is against the department chair, the written complaint should be referred to the chair of the department’s graduate program committee; contact information given below.)

- No: The student should contact the Associate Dean for Graduate Studies. (https://sohe.wisc.edu/staff/connie-flanagan/) The student will submit the grievance to the Associate Dean in writing. This must be done within 60 calendar days of the alleged unfair treatment. The Associate Dean will refer the grievance to the Human Ecology Graduate Program Council for review.

STEP 3. Human Ecology Graduate Program Council review.

To ensure fairness, the Graduate Program Council chair may appoint a subcommittee to review the complaint (e.g., excluding faculty from the student’s department). The Graduate Program Council may ask for additional information from the parties involved and may hold a hearing at which both parties will be asked to speak separately in closed session. The Graduate Program Council will then make a written recommendation to the Associate Dean who will render a decision and submit it to the
Dean of the School for final approval. The Associate Dean will provide the Dean’s final decision in writing to the student and to the person against whom the grievance was filed. Unless a longer time is mutually agreed upon by the individuals involved, this written decision shall be made within 30 working days from the date when the written grievance was filed with the Associate Dean’s Office.

Students not willing to accept the final decision of the Dean may appeal to the Graduate School (https://grad.wisc.edu/documents/grievances-and-appeals/).

Questions about these procedures can be directed to Connie Flanagan, Associate Dean for Graduate Studies (https://sohe.wisc.edu/staff/connie-flanagan/).

State law contains provisions regarding discrimination and harassment. Wisconsin Statutes 36.12 reads, in part: “No student may be denied admission to, participation in or the benefits of, or be discriminated against in any service, program, course or facility of the system or its institutions or centers because of the student’s race, color, creed, religion, sex, national origin, disability, ancestry, age, sexual orientation, pregnancy, marital status or parental status.”

In addition, the UW-System prohibits discrimination based on gender identity or gender expression.

Students have the right to file discrimination and harassment complaints with the Office for Equity and Diversity (https://employeedisabilities.wisc.edu/), 179-A Bascom Hall, 263-2378, Wisconsin Telecommunications Relay Service: 7-1-1

OTHER
n/a

PROFESSIONAL DEVELOPMENT

GRADUATE SCHOOL RESOURCES
Take advantage of the Graduate School’s professional development resources (https://grad.wisc.edu/pd/) to build skills, thrive academically, and launch your career.

PROGRAM RESOURCES
The School of Human Ecology Graduate Program values the professional development of graduate students and provides financial awards to those who are invited to present at professional conferences/exhibits. The purpose of the support is to encourage participation in professional development, scholarly research, and/or creative endeavor and to help cover expenses not covered by other sources. Students may receive a maximum award of $650 for travel ($750 for international travel) to support conference participation in a single academic year. Students are encouraged to seek conference and travel funding from the Graduate School as a first step and apply for supplemental funds through SoHE as needed.

In addition, each academic department within the School of Human Ecology may offer additional professional development grant opportunities. See the program Events Calendar (https://sohe.wisc.edu/calendar-of-events/) for the most up-to-date information on professional development opportunities.