

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, Consumer Behavior & Marketplace Studies and Personal Finance. Both programs focus broadly on the economic well-being of consumers and society. The department also offers MS and PhD degrees in Human Ecology: Consumer Behavior and Family Economics.

DEGREES/MAJORS/CERTIFICATES

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- Consumer Behavior and Marketplace Studies, BS (<https://guide.wisc.edu/undergraduate/human-ecology/consumer-science/consumer-behavior-marketplace-studies-bs/>)
- Consumer Finance and Financial Planning, BS (<https://guide.wisc.edu/undergraduate/human-ecology/consumer-science/consumer-finance-financial-planning-bs/>)
- Consumer Marketplace Studies, BS (<https://guide.wisc.edu/undergraduate/human-ecology/consumer-science/consumer-marketplace-studies-bs/>)
- Personal Finance, BS (<https://guide.wisc.edu/undergraduate/human-ecology/consumer-science/personal-finance-bs/>)

RESOURCES AND SCHOLARSHIPS

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ADVISING & CAREER CENTER

The Advising & Career Center (ACC) fosters undergraduate students' personal, academic, and professional development. Through advising, academic planning, and career education, we support students as they navigate the college experience—from exploring our majors as prospective students to becoming Human Ecology alumni.

Academic Advising

Each Human Ecology student is assigned to an academic advisor in the Advising & Career Center. Human Ecology academic advisors support academic and personal success by partnering with current and prospective Human Ecology students as they identify and clarify their educational goals, develop meaningful academic plans, and pursue their own Wisconsin Experience.

To explore academic advising resources or schedule an appointment with Human Ecology academic advisor, visit Academic Advising in Human Ecology (<https://advising.humanecology.wisc.edu/academics/scheduling/>).

Career Development

Each Human Ecology student is assigned to a career advisor in the Advising & Career Center. Active engagement in the career development process is a vital component of a student's personal growth in college and future success as a lifelong learner, professional, and global citizen. Human Ecology career advisors help prepare students for life post-graduation through advising and integration of career readiness throughout our curriculum.

To explore career development resources or schedule an appointment with a Human Ecology career advisor, visit Career Development in Human Ecology (<https://advising.humanecology.wisc.edu/careers/scheduling/>).

SCHOLARSHIPS AND SUPPORT RESOURCES

The School of Human Ecology (SoHE) awards many merit and need-based scholarships each year. Students can learn more about these opportunities on the Human Ecology scholarships webpage (<https://humanecology.wisc.edu/academics/scholarships/>). To be eligible for these awards, scholarship recipients must be registered as full-time Human Ecology students. For further questions on the scholarship application, please contact the School of Human Ecology Scholarship Coordinator at scholarships@sohe.wisc.edu.

Human Ecology students experiencing personal, academic, or financial challenges should contact SoHE Academic Deans Services (<https://advising.humanecology.wisc.edu/academic-dean-services/>). Additional campus resources include the Financial Aid Basic Needs website (<https://basicneeds.students.wisc.edu>), Office of Student Assistance and Support (<https://osas.wisc.edu>), and University Health Services (<https://www.uhs.wisc.edu>).