

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

- Personal Finance, B.S. (<http://guide.wisc.edu/undergraduate/human-ecology/consumer-science/personal-finance-bs/>)
- Retailing and Consumer Behavior, B.S. (<http://guide.wisc.edu/undergraduate/human-ecology/consumer-science/retailing-consumer-behavior-bs/>)

PEOPLE

PROFESSORS

Bartfeld, Collins, Shim, Wong

ASSOCIATE PROFESSORS

Addo, Robb

ASSISTANT PROFESSORS

Ashton, Bea, Zhang

FACULTY ASSOCIATES

Andrews, Lepe, Murray, O'Brien, Olive, Sigler, Whelan

FOR MORE INFORMATION, VISIT THE SCHOOL OF HUMAN ECOLOGY FACULTY AND STAFF DIRECTORY ([HTTPS://SOHE.WISC.EDU/CONNECT/FACULTY-STAFF/](https://sohe.wisc.edu/connect/faculty-staff/)).

RESOURCES AND SCHOLARSHIPS

STUDENT ACADEMIC AFFAIRS & CAREER DEVELOPMENT

The Student Academic Affairs & Career Development Office (SAA) 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 SoHE alumni.

ACADEMIC ADVISING

Each SoHE student is assigned to an academic advisor in the Student Academic Affairs & Career Development Office. SoHE academic advisors support academic and personal success by partnering with

current and prospective SoHE 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 a SoHE academic advisor, visit Advising in SoHE (<https://sohe.wisc.edu/students/advising/>).

CAREER DEVELOPMENT

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. SoHE career advisors help prepare students for life post-graduation through individual and group advising and integration of career readiness throughout our curriculum.

To explore career development resources or schedule an appointment with a SoHE career advisor, visit Career Development (<https://sohe.wisc.edu/students/career-development/>).

SCHOLARSHIPS AND OTHER FINANCIAL RESOURCES

The School of Human Ecology awards many merit and need-based scholarships each year. The deadline to apply for scholarships is typically late in the fall semester. To be eligible for these awards, scholarship recipients must be registered as full-time SoHE students.

Students who experience emergency financial situations may inquire about the availability of short-term loans through the SoHE Student Academic Affairs & Career Development Office. In addition, university scholarships, loans, and employment are available through the Office of Student Financial Aid (<https://financialaid.wisc.edu/>) (333 East Campus Mall; 608-262-3060).