The individual major is a program for undergraduate students who want to fulfill a specific academic goal that is not easily attained through a major in one or more departments. The major must meet a course of study that involves at least two departments and be targeted at a specific problem or academic interest identified by the student. A student proposal must be submitted and approved by the Human Ecology Undergraduate Program Council. Students are encouraged to begin working with faculty and advisors in the Advising & Career Center by the end of the sophomore year. Thirty credits must be earned in residence after the term in which the proposal is approved. The major will be guided by a committee of at least three faculty members (with no more than two faculty members from one department).

Individual majors are intended to create a unique program of study that otherwise does not exist on this campus individually or in a combination of majors and certificate programs. Students should carefully explore all University of Wisconsin–Madison majors and certificate programs before pursuing an individual major. A proposal that essentially parallels an existing Human Ecology or campus major will not be approved.

Graduates of the individual major earn a bachelor of science in human ecology. The major will match the approved proposal title, which must have a human ecology focus.