

# HUMAN ECOLOGY: CONSUMER BEHAVIOR AND FAMILY ECONOMICS, PHD

This is a named option within the Human Ecology, PhD. (<https://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. PhD students work closely with faculty members, often collaborating on research and outreach programs. All PhD students must complete core courses in consumer behavior, family economics, and research methods.

Students enrolled in one of the Human Ecology PhD program named options have the opportunity to earn the Human Ecology MS: Human Ecology Research (<https://guide.wisc.edu/graduate/human-ecology-school-wide/human-ecology-ms/human-ecology-human-ecology-research-ms/>) degree along the way to the PhD 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 sectors, including market research, policy research, and consulting.