

PhD Human Ecology Consumer Behavior & Family Economics



The Ph.D. program in Human Ecology: Consumer Behavior and Family Economics develops scholars able to apply social theories and principles to consumer decision-making within the marketplace. Faculty and students are committed to researching issues that are relevant to consumer choices affecting the social and economic well-being of individuals and families, including public policies, systems, and markets.

The UW–Madison School of Human Ecology PhD program delivers a unique combination of opportunities and experiences to meet students' professional, academic, and personal goals:

Program Highlights

- 100% of PhD students fully-funded in recent years
- Access to an extensive network of researchers, practitioners, and community partners
- Opportunity to conduct research with centers such as the Kohl's Center for Retailing Excellence and the Center for Financial Security
- Collaboration across the UW–Madison campus, state, and global communities
- Committed to developing a diverse program cohort and learning community

“Getting my PhD in Consumer Science at UW - Madison has been one of my best professional decisions. It not only opened doors to my current academic career but also provided me with the interdisciplinary tools I still use in my research. The department was very supportive of my education, offering many opportunities to network, to attend conferences, and to be successful in the job market.”

—Nilton Porto, Assistant Professor of Personal Finance, University of Rhode Island

To learn more and apply, please see
sohe.wisc.edu/graduate-students

For more information on this PhD program, contact:

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