Life presents many challenges: maintaining health and wellness; balancing family and work; and establishing job and financial security. A consumer science education arms graduates with widespread knowledge and practical experience to help others achieve their personal and professional goals.

Programs of the Department of Consumer Science (CSR) are among the best in the country. Our faculty are experts in diverse areas — apparel design, business, communication studies, economics, finance and psychology. Research investigates cutting-edge questions to help consumers make better life decisions. CSR students participate in that research, giving them applied evidence-based and scholarly experience.

Our graduates have a well-grounded foundation in consumer-focused business. They are poised to make a difference for individuals, families and communities.
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CONSUMER FOCUS

CSR students earn a business-related Bachelor of Science degree with a consumer focus in one of four main areas: apparel design and technology; financial counseling and planning; retail management; and selling and sales management.

Our graduates succeed in a wide range of career areas including fashion design or small business owner; retirement planning, consumer credit counseling or banking; store management; human resources or merchandise buying; and professional sales in a variety of industries, including medical, technology, entertainment and sports.

Unique course of study highlights include:

- Retail management or apparel design and technology students may participate in the visiting student program partnership with the Fashion Institute of Technology in New York City to earn an A.A.S. in fashion merchandise management or in fashion design in addition to their B.S. from Purdue, all in four years.

- Students who earn a B.S. in financial counseling and planning are entitled to take the Certified Planning Certificate examination.

- Selling and sales management students participate in corporate- and university-sponsored sales competitions for professional development.
REAL-WORLD EXPERIENCE
CSR students from all four programs are exposed to the working world before they graduate. A mandatory, supervised field experience is required and is completed in the U.S. or internationally through study abroad opportunities. About 25 percent of our students study abroad through a departmentally led or internationally led program or a semester exchange.

OUTREACH: CAMPUS AND BEYOND
The Department of Consumer Science reaches out on campus, in the community and to corporate partners across Indiana. Extension programs are focused on strengthening family resources and providing professional development.

Our extension specialists partnered with the Division of Financial Aid to develop a new student financial well-being website called “My Money” (www.purdue.edu/mymoney). The information it provides is helping students and their parents manage the financial challenges of student life.

A group of 25 extension educators, known as the Family Resource Management Team, delivers financial literacy programs to communities.

THE DEPARTMENT OF CONSUMER SCIENCE IS DEDICATED TO THE EDUCATION AND DISCOVERY OF CONSUMER SOCIAL SCIENCES IN THE AREAS OF NATURAL HEALTH, FINANCIAL HEALTH AND ORGANIZATIONAL HEALTH.
Much of our outreach activities to the community and industry flow from our three professional centers:

- Center for Global Urban Sustainability brings together interdisciplinary experts to address the challenges of getting and keeping people healthy.
- Center for Excellence in Consumer Leadership bridges the gap between research and delivery and provides teaching and experiential learning that makes a difference to the growth of a business.
- Center for Professional Selling is a student-centered sales management research and collaborative unit sponsored by external business partners. It is ideal for student sales competitions, sales and market research, behavioral research, conducting focus groups, and developing sales training programs for external industry.

HANDS-ON RESEARCH

Our students work along with faculty and are recognized for their involvement. Together they probe innovative research questions from areas as varied as: survivability in chronic and other forms of disease; health messaging amongst underserved and minority populations; and consumer attitudes and behaviors and their impact on decision-making.

Emergent signature areas center on disease prevention, nutrition and addictive behaviors, maternal health, and microfinance.

Collaborative programs are continually underway with other Health and Human Sciences units — Health and Kinesiology, Nursing, Nutrition Science and Psychological Sciences — investigating important issues such as delivering affordable health care to underserved populations; improving the health of women; breast cancer research and prevention; and suicide in high-performance athletes.

LEARN MORE AT WWW.PURDUE.EDU/HHS/CSR