



FAMILY, YOUTH &
COMMUNITY



Dominic Odenstam

The School of Family and Consumer Resources (FCR)

The school houses two divisions: Family Studies, and Retailing and Consumer Studies.

Division of Family Studies

Family Studies programs combine cutting edge research and direct service to the community. Current research includes areas such as Youth at Risk, Life Transitions, and Stress and Conflict in the Family. Community service consists of practicums in community settings, ranging from child care centers to elder care facilities. The division offers a wide range of programs leading to B.S., M.S., M.Ed., M.H.Ed., and Ph.D. degrees. Please turn to page 7 for a complete listing.

As a discipline, Family Studies attempts to understand interpersonal relations as they affect the individual, the family, and society.

On the undergraduate level, Human Development studies highlight human growth, development and socialization throughout the life span. Courses in Interpersonal Relationships deal with the identification and



MARKETING, TRADE
& ECONOMICS



"The College of Agriculture is smaller than other colleges. Everybody knows everybody else. And they're organized here. In my department, if they say they'll do something, they do it. You feel like you know your professors, and they have a chance to get to know you. I enjoy studying retailing because you can't just get it from a book. It changes with the current trends and is part of everyone's day, whether they know it or not."

Jennifer Johnson, Retailing and Consumer Studies major
Career Interest: Buyer

Division of Retailing and Consumer Studies

This division, formerly Merchandising and Consumer Studies, offers a B.S., M.S. and Ph.D. program with a major in **Retailing and Consumer Studies**. The undergraduate major is one of the few four-year programs of its kind in the Southwest to emphasize the science of studying retail business activities. Students increase competency in retailing and consumer knowledge, research skills and professional skills. Retail interests in the program are very broad, dealing with fashion, food and non-food products, and services not only through stores but also via direct selling methods such as catalog and in-home shopping. Also important are international retail activities, encompassing both U.S. firms operating in foreign markets and foreign retailers operating in U.S. markets.

In addition to the degrees, three supplemental, specialized certificate programs are available, including Food Retailing, International Retailing, and Visual Merchandising. An internship program is offered for credit with major retailers throughout the country. The Division also houses the **Southwest Retail Center** to promote interaction between the university and retail industries.

Careers include department/store manager, buyer, visual merchandiser, merchandise analyst, human resource manager, catalog manager, fashion coordinator/director, divisional merchandise manager, district/regional manager, entrepreneur, general merchandise manager, vice president, president or chief executive officer.