

analysis of problems and normal processes of development in marriage and family relationships.

Family Life Education prepares students for work in community health and social service agencies, as well as in the business world. Successful completion of coursework leads to a Certificate in Family Life Education under the auspices of the National Council on Family Relations.

Home Economics Education prepares students to teach in vocational/home economics programs within the public school system. Two certificates are offered to qualified graduates: the Secondary Home Economics 7-12 Certification and the vocational Home Economics Provisional Certificate.

Graduate level family studies involves the scientific study of family structures, interaction and outcomes, emphasizing change over time in individual, interactional and group level phenomena.

Depending on interest, jobs include Cooperative Extension, child care, preschool teaching, public and private social service agencies.



J. EIKS

"I chose a major in the College of Agriculture because of its small size and the diversity of classes. You get to know your professor and other students better. I want to be a family practitioner so I chose the family studies program to develop a good background for dealing with families."

Karen Weiler, Family Studies major
Career Interest: Doctor

Program Spotlight

SOUTHWEST RETAIL CENTER

The Southwest Retail Center (SWRC) was established to create an expanded partnership between the College of Agriculture and the retail industry, especially in the Southwest. Located in the newly renamed Division of Retailing and Consumer Studies, the Center focuses on retail issues related to the global marketplace and cultural diversity. Participants in the Center's activities examine the important role of diverse and global consumers in the dynamic and complex world of retailing goods and services. Both research and interrelated educational activities take place through the center, for students campuswide who are interested in retail careers, and also for retail personnel. Faculty involved with the Center conduct research on ethnic consumption patterns and retailing issues impacting the Southwest.

Members of the Student Advisory Board and the Corporate Executive Advisory Board provide leadership for activities, and direction for the Center. Programs include workshops, classroom speakers, and conferences on strategic retail issues where students and retailers interact. Credit internships in retailing and related business settings, and industry study tours are among optional experiential programs. A library of educational resources is also available for students and faculty at the Center.

The Corporate Executive Advisory Board members represent major retailers who have established formal partnerships with the Center, including JCPenney, Kmart, Macy's/Bullocks, Neiman-Marcus, Wal-Mart, Deloitte & Touche, Target, and the International Council of Shopping Centers.



Dominic Oldershaw



SOUTHWEST RETAIL CENTER
for education and research