

What Can I Do With This **Ohio State** Major?

Bachelor of Science

Consumer & Family Financial Services

College of Education and Human Ecology

The CFFS program encompasses product and service knowledge; the study of people who produce and distribute products and services, as well as the study of the people who use them; and the processes involved from conception to consumption. It focuses on the enhancement of consumer, individual, and family well-being. Students select one of two specializations. The **Consumer Services** specialization emphasizes understanding consumer issues and concerns, consumer behavior and decision making, marketplace complexities, resolution of consumer problems, and public policy affecting consumer welfare. The **Family Financial Services** specialization emphasizes helping families and individuals reach financial goals through general financial planning; use of insurance, credit, savings, and investment instruments to reach financial goals; and retirement and estate planning.¹

Career Areas/Job Titles:

Management and Industry

Certified Financial Planner
Public Relations Representative
Customer Service Representative
Market Research Analyst
Sales Manager
Human Resources Director
Life Insurance Representative
Corporate Benefits Counselor
Loan Officer

Financial Analyst
Banking Investor
Real Estate Agent
Risk Assessment Officer
Portfolio Analyst
Brokerage Clerk
Claims Adjuster/Investigator
Hedge Fund Administrator
Bank Teller
Purchasing Manager
Retail Sales Supervisor

Travel Agent

Education

Personal Financial Educator

Non-Profit/Advocacy

Patient Advocate
Consumer Legislation Advocate

Government/Politics

Policy Lobbyist

**Some careers may require licensure, certification, or further education. Talk to an advisor about specific requirements.*

Transferable Skills:

Quantitative Reasoning
Data Analysis
Business Fundamentals
Computer Skills
Teamwork
Analytical/Critical Thinking

Judgment and Decision-Making
Planning
Organization
Leadership
Strategic Planning
Research skills

Forecasting/Predicting
Expressing Ideas
Verbal Communication
Budgeting

**This is not an extensive list of transferable skills. See larger list of skills you might develop here:*

<http://ccss.osu.edu>

Professional Links:

American Finance Association: <http://www.afajof.org/>

Careers in Finance: <http://www.careers-in-finance.com/>

Financial Planning Association: <http://www.fpanet.org/>

American Marketing Association: <http://www.marketingpower.com/Pages/default.aspx>

The Financial Planning Association at The Ohio State University

Scarlet and Gray Financial at The Ohio State University