Understanding behavioral science is key to understanding consumer behavior and thought processes. As a marketer, my job is to initiate conversation, and my MA in Behavioral Economics gave me great insights into what it is that makes audiences “click”.

I am using a variety of behavioral skills in the design process of exclusive e-commerce products in Equity Investments. Our products support investors when building a unique and personalized pre-IPO investment portfolio in high-tech and startup companies.

The Behavioral Economics program has taught me everything I need to know to succeed in my work. I have improved my data skills and my understanding of economics and psychology. I have also learned how to use this new knowledge in real world settings to solve complex problems.

Word choice matters. Behavioral Economics showed me how to infuse powerful metaphors, narratives, and grammar into my writing.