

East Carolina University

Tomorrow starts here.

INTENDED MAJORS
2007-2008

East Carolina University



INTENDED MAJORS

Dear Student,

This booklet is designed to help you search for an academic major. A short description of each major offered at East Carolina is listed. The letters/numbers located beside the majors are designation codes used by the university to ensure that you are assigned to the appropriate advisor. Some students enter ECU knowing their intended major. Others have narrowed their choices, while others have no idea. The section entitled “Academic Majors by Career Interest Area” will help you explore the academic major options. In the “Career Exploration” section in the back of the booklet, you will find online resources to assist you in the career decision-making process. These tools provide career guidance designed to help you select the appropriate majors leading to a satisfying and fulfilling career.

When you arrive at ECU, you will be assigned an academic advisor who is a faculty member or a professional advisor in your area of study. Your advisor can give you a four-year plan of courses for your major, which you can use as a guide for course selection. If you are undecided about a major, you will be assigned to an advisor in the Academic Advising and Support Center for help in making that decision. Specific requirements necessary to declare a major are listed in your ECU *Undergraduate Catalog*. Once you meet those requirements, you will become a declared major at which time you will be assigned a faculty advisor/mentor in your home department.

If you intend to pursue a graduate degree in law, medicine, dentistry, podiatry, optometry, veterinary medicine, occupational therapy, physical therapy, or physician assistant studies, you must first decide on an undergraduate major listed in this booklet. Additional information about specific requirements for these medical and allied health professions programs is available from your academic advisor.

I hope you will find this booklet helpful in exploring the various academic majors offered at East Carolina University. The staff and faculty stand ready to assist you in your transition to the university through graduation.

Sincerely,



Donald C. Joyner

Associate Vice Chancellor for Academic Services

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| Clinical Laboratory Science | 9 | Interior Design | 18 | Undecided | 21 |
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| Dance Education | 16 | Marketing | 11 | | |
| Design | 20 | | | | |

Academic Majors by Alphabetical Order

Academic Majors by College or School

THOMAS HARRIOT COLLEGE OF ARTS AND SCIENCES

| | |
|---|---|
| African and African American Studies (BS) | 6 |
| Anthropology (BA) | 6 |
| Biology (BS) | 6 |
| Biochemistry (BS) | 6 |
| Chemistry (BA and BS) | 6 |
| Economics (BA and BS) | 6 |
| English (BA) | 6 |
| French (Education) (BS) | 6 |
| French Studies (BA) | 6 |
| Geography (BA) | 7 |
| Applied Geography (BS) | 7 |
| Geology (BS) | 7 |
| German (Education) (BS) | 7 |
| German Studies (BA) | 7 |
| Hispanic Studies (BA) | 7 |
| Hispanic Studies Education (BS) | 7 |
| History (BA) | 7 |
| Public History (BS) | 7 |
| Mathematics (BA and BS) | 7 |
| Multidisciplinary Studies (BA and BS) | 7 |
| Philosophy (BA) | 8 |
| Physics (BA and BS) | 8 |
| Applied Physics (BS) | 8 |
| Political Science (BA and BS) | 8 |
| Psychology (BA) | 8 |
| Sociology (BA) | 8 |
| Applied Sociology (BS) | 8 |
| Urban and Regional Planning (BS) | 9 |
| Women's Studies (BA) | 9 |

SCHOOL OF ALLIED HEALTH SCIENCES

| | |
|------------------------------------|---|
| Clinical Laboratory Science (BS) | 9 |
| Health Information Management (BS) | 9 |
| Health Services Management (BS) | 9 |
| Rehabilitation Services (BS) | 9 |
| Speech and Hearing Sciences (BS) | 9 |

COLLEGE OF BUSINESS

| | |
|--|----|
| Management Accounting (BSBA) | 9 |
| Combined Bachelor of Science and Master of Science in Accounting (BSA/MSA) | 10 |
| Management Information Systems (BSBA) | 10 |
| Finance (BSBA) | 10 |
| Management (BSBA) | 10 |
| Marketing (BSBA) | 11 |

COLLEGE OF EDUCATION

| | |
|--|----|
| Business Education (BSBE) | 11 |
| Elementary Education (BS) | 11 |
| English, Secondary Education (BS) | 11 |
| History, Secondary Education (BS) | 11 |
| Information Technologies (BSBE) | 11 |
| Business and Marketing Education (BS) | 12 |
| Marketing Education (BS) | 12 |
| Mathematics, Secondary Education (BS) | 12 |
| Middle Grades Education (BS) | 12 |
| Science Education (BS) | 12 |
| Special Education, Adapted Curriculum (BS) | 12 |
| Special Education, General Curriculum (BS) | 12 |

COLLEGE OF FINE ARTS AND COMMUNICATION

| | |
|-----------------------------------|----|
| School of Art and Design | |
| Art (BA) | 12 |
| Art (BFA) | 13 |
| Art Education (BFA) | 14 |
| Art History and Appreciation (BA) | 14 |
| School of Communication | |
| Communication (BA) | 15 |
| Communication (BS) | 15 |

School of Music

| | |
|-------------------------|----|
| Music Education (BM) | 15 |
| Music Therapy (BM) | 15 |
| Performance (BM) | 15 |
| Theory-Composition (BM) | 16 |

School of Theatre and Dance

| | |
|------------------------------|----|
| Dance (BFA) | 16 |
| Dance Education (BFA) | 16 |
| Theatre Arts (BA) | 16 |
| Theatre Arts (BFA) | 16 |
| Theatre Arts Education (BFA) | 16 |

COLLEGE OF HEALTH AND HUMAN PERFORMANCE

Department of Exercise and Sports Science

| | |
|---------------------------------|----|
| Exercise Physiology (BS) | 17 |
| Exercise and Sport Science (BA) | 17 |
| Health Fitness Specialist (BS) | 17 |
| Physical Education (BS) | 17 |
| Sports Studies (BS) | 17 |

Department of Health Education and Promotion

| | |
|---|----|
| Athletic Training (BS) | 17 |
| Environmental Health (BS) | 17 |
| Health Education and Promotion (BS) | 17 |
| School Health Education (BS) | 17 |
| Driver Education Licensure (Add-on License) | 17 |

Department of Recreation and Leisure Studies

| | |
|---|----|
| Management of Recreation Facilities and Services (BS) | 18 |
| Recreational Therapy (BS) | 18 |

COLLEGE OF HUMAN ECOLOGY

Department of Child Development and Family Relations

| | |
|---|----|
| Birth through Kindergarten Teacher Education (BS) | 18 |
| Child Life (BS) | 18 |

Family and Consumer Sciences Education (BS)

| | |
|---|----|
| Family and Consumer Sciences Education (BS) | 18 |
|---|----|

Family and Community Services (BS)

| | |
|------------------------------------|----|
| Family and Community Services (BS) | 18 |
|------------------------------------|----|

Department of Criminal Justice

| | |
|-----------------------|----|
| Criminal Justice (BS) | 18 |
|-----------------------|----|

Department of Interior Design
and Merchandising
Interior Design (BS) 18
Merchandising (BS) 19

Department of Nutrition and
Dietetics
Nutrition and Dietetics (BS) 19

Department of Hospitality
Management
Hospitality Management (BS) 19

School of Social Work
Social Work (BSW) 19

SCHOOL OF NURSING

Nursing (BSN) 19

**COLLEGE OF TECHNOLOGY
AND COMPUTER SCIENCE**

Computer Science (BA and BS) 19

Construction Management (BS)

Design (BS) 20

Engineering (BS) 20

Industrial Distribution
and Logistics (BS) 20

Industrial Engineering Technology (BS) 21

Industrial Technology (BS) 21

Information and Computer
Technology (BS) 21

UNDERGRADUATE DEGREES

19

BA—Bachelor of Arts

BFA—Bachelor of Fine Arts

BS—Bachelor of Science

19

BSA—Bachelor of Science in Accounting

20

BSAP—Bachelor of Science in Applied Physics

20

BSBA—Bachelor of Science in Business
Administration

20

BSBE—Bachelor of Science in Business
Education

20

BSN—Bachelor of Science in Nursing

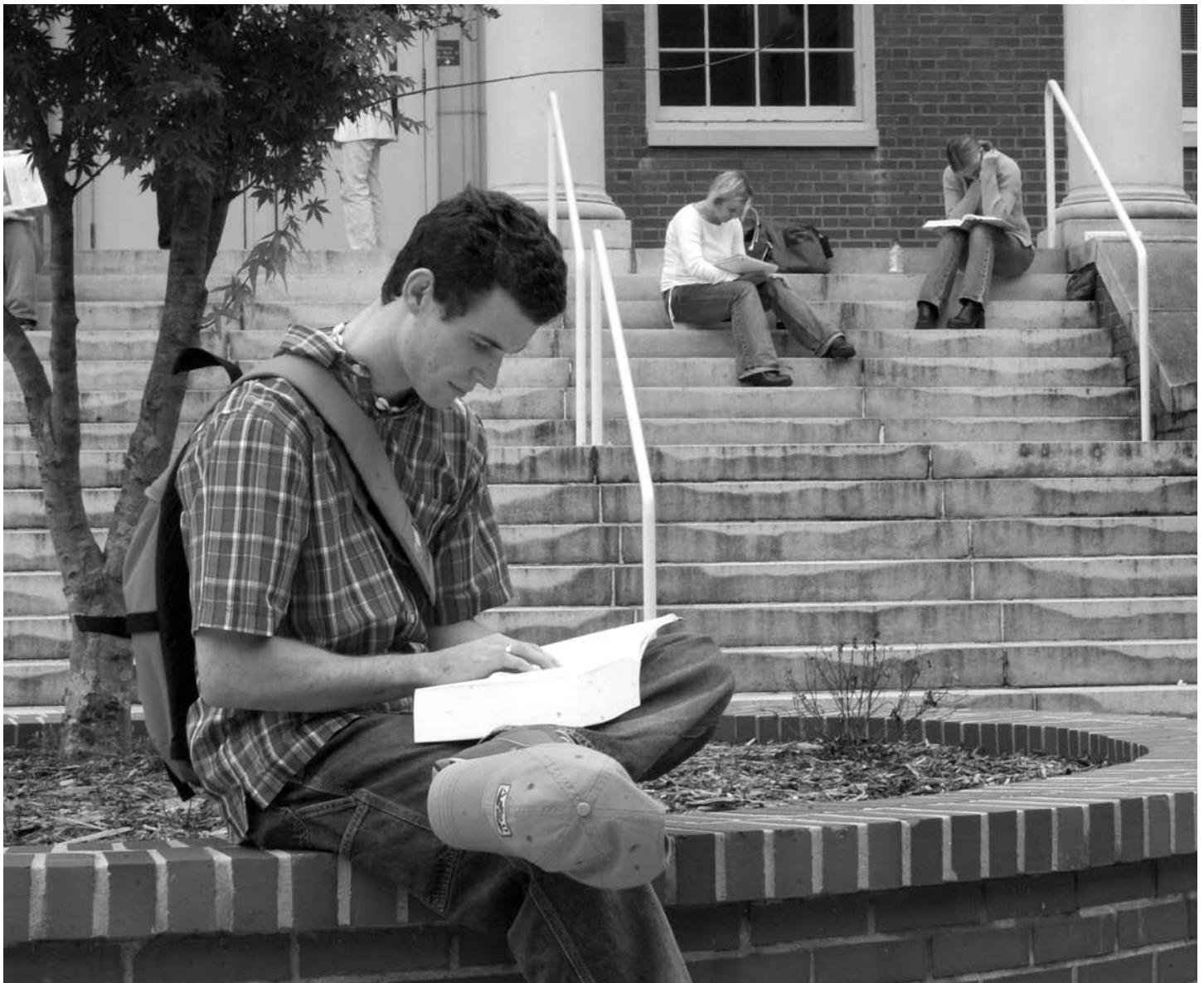
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BM—Bachelor of Music

21

BSW—Bachelor of Social Work

21



Thomas Harriot College of Arts and Sciences

AAAS African and African American Studies (Bachelor of Arts)

The AAAS interdisciplinary degree provides students with a broad perspective on the values of racial and ethnic diversity and mastery of the sociopolitical, religious, and historical evidence related to African peoples, both in Africa as well as throughout the complex and diverse diasporic communities of North America and the Atlantic world. The program draws from a broad range of disciplines in the social sciences, humanities, and fine arts.

ANT1 Anthropology (Bachelor of Arts)

Anthropologists study all aspects of the lives and history of humans. Biological anthropologists study biological variation and the evolution of humans and the other primates. Archaeologists reconstruct past human lifeways through the excavation of archaeology sites and the study of cultural artifacts.

Anthropological linguists explore the origin and diversity of human languages. Cultural anthropologists study the lifeways of present-day people in different cultures around the world, living with the people they study in order to develop an understanding of how they live and think.

BIO1 Biology (Bachelor of Science)

A degree in biology is designed for students seeking careers in a variety of health-related, industrial, business, academic, research, and professional fields. Students study topics in ecology, evolution and organismal biology, and cellular and molecular biology. The coastal wetlands of eastern North Carolina, the large professional health community, and the excellent facilities associated with the university medical programs offer educational and research opportunities to students.

BIC1 Biochemistry (Bachelor of Science)

A degree in biochemistry is designed for students seeking careers in a variety of fields including health professions, biotechnology, pharmaceuticals, research, and business. The curriculum has a strong foundation in chemistry, physics, calculus, and biology. Additional course work in molecular and cellular disciplines, combined with the biochemistry sequence, completes the degree requirements. Students are strongly encouraged to carry out undergraduate research projects in biochemistry for which they can earn course credit.

CHM1 Chemistry (Bachelor of Arts) CHM2 Chemistry (Bachelor of Science)

The chemistry program provides a flexible major designed to provide the student with a broad education in chemistry appropriate for further study in a wide range of fields, such as business, medicine, pharmacy, and law, as well as careers dependent on a basic knowledge in chemistry. The degree in chemistry, in conjunction with two semesters of laboratory-based biology courses, satisfies the course requirements for application to most United States medical schools.

ECN1 Economics (Bachelor of Arts) ECN2 Economics (Bachelor of Science)

The study of economics provides the foundation for understanding the forces that cause growth in living standards, recessions, and inflation. The economics program will provide a solid liberal arts degree that will help students in the ever-changing career world. Recent graduates have found employment in banking, brokerage, business management, and government agencies. Economics also provides a foundation for further graduate training in professional and graduate schools.

EN01 English (Bachelor of Arts)

The English program provides an excellent liberal arts degree, preparing students to be successful in a wide variety of employment arenas: business, state and federal government agencies, journalism, ministry, teaching, publishing, and public relations. Many students continue on to graduate and professional schools, especially schools of law and medicine. Diverse course options include British, American, and multicultural literature; creative writing; linguistics; rhetoric and composition; technical and professional communication; film; and folklore. The program also includes course work that supports multidisciplinary programs in women's studies, ethnic studies, classical studies, great books, medieval and Renaissance studies, and others.

FRNE French (Education) (Bachelor of Science)

The bachelor of science degree in French prepares students to teach French (K–12 licensure) in public and private schools. This degree offers students a combination of courses in language, literature, culture, linguistics, second language teaching methodology, and education with an internship experience.

FREN French Studies (Bachelor of Arts)

The bachelor of arts degree in French studies develops French language proficiency while introducing students to a wide range of French and francophone topics. This degree offers students a combination of courses on culture and literature, history and the arts, business, and other aspects of French and francophone studies.

GEG1 Geography (Bachelor of Arts)

GEG2 Applied Geography (Bachelor of Science)

The degree programs in geography provide an excellent liberal arts education that allows for employment in a wide variety of areas. The program involves study in human geography, physical geography, and geographic techniques. The applied focus is geared toward equipping students with geographic skills for employment in problem-solving environments in business and government.

GEL1 Geology (Bachelor of Science)

The geology program involves study on topics such as rocks and minerals, rivers, beaches, volcanoes, glaciers, earthquakes, plate tectonics, groundwater, global climate change, soils, and sediments. Employment involves investigating environmental hazards (such as earthquakes, landslides, floods, hurricanes, beach erosion, volcanic eruptions, water pollution, and toxic chemical spills); the impact of changes in climate and sea level change on the environment and on human populations; the availability of mineral, energy, and water resources; and the history of the earth and its inhabitants.

GRME German (Education) (Bachelor of Science)

The bachelor of science degree in German prepares students to teach German (K–12 licensure) in public and private schools. This degree offers students a combination of courses in language, literature, culture, linguistics, second language teaching methodology, and education with an internship experience.

GERM German Studies (Bachelor of Arts)

The German studies concentration develops German language proficiency while introducing students to a broad range of German, Austrian, and Swiss historical, political, and literary contributions to European and world culture. Courses in business German and translation prepare students to work in fields such as international business or international relations.

HISP Hispanic Studies (Bachelor of Arts)

The bachelor of arts degree in Hispanic studies provides a sound liberal arts background, combining courses in language, literature, culture, and linguistics. The degree's emphasis on cultural awareness and analytical thinking skills prepares students for postgraduate study or professional careers in industry or public service in a multicultural environment.

HSP1 Hispanic Studies Education (Bachelor of Science)

The bachelor of science degree in Hispanic studies prepares students to teach Spanish (K–12 licensure) in public and private schools. This degree offers students a combination of courses in language, literature, culture, linguistics, second language teaching methodology, and education with an internship experience.

HST1 History (Bachelor of Arts)

The bachelor of arts program in history is for those students who desire an exciting liberal arts degree from a global perspective that prepares them for a variety of careers in education, public agencies, and private sector corporations, including teaching, policy analysis, public relations, communications media, economics, research, writing, and editing.

HST3 Public History (Bachelor of Science)

The bachelor of science degree in public history prepares students to work in archives, museum administration, and historical site preservation. The degree programs offer a solid groundwork for further graduate study in law, English, or history.

MT01 Mathematics (Bachelor of Arts)

MT02 Mathematics (Bachelor of Science)

Mathematics is the language of science and underpins nearly all enterprises in our modern society. A degree in mathematics prepares students for successful careers in many diverse and rewarding areas, such as teaching at all levels, accounting and finance, computer software, sales and marketing, and many more. A strong background in mathematics gives our students a distinct advantage in a shifting and competitive environment. A degree in mathematics is also excellent preparation for professional programs such as law, business, and the health sciences.

MDS1 Multidisciplinary Studies (Bachelor of Arts)

MDS2 Multidisciplinary Studies (Bachelor of Science)

Multidisciplinary Studies Options

Religious Studies (Bachelor of Arts)

The religious studies program helps students to think critically about religion as a historical and cultural phenomenon. Courses are taught by professors from a variety of backgrounds who employ diverse scholarly approaches to their inquiries about religion, including those developed within the fields of anthropology, archaeology, art, history, literature, philosophy, psychology, and sociology. The program is nonsectarian and neither excludes or promotes any religious tradition.

Classical Studies (Bachelor of Arts or Bachelor of Science)

Classics is the study of the civilizations of ancient Greece, Rome, and the Mediterranean world. The study of classical civilizations offers a sound foundation for understanding the modern world and is a good preparation for careers in law or further study in a wide range of disciplines such as philosophy or literary studies. Classical studies is an interdisciplinary program with its principal language faculty and director in the Department of Foreign Languages and Literatures. Students may choose the BA/BS in multidisciplinary studies to major in classics or classical civilization. The program offers four years of Latin and

classical Greek, as well as more than twenty courses on classical archaeology, art history, history, literature, philosophy, and religion.

Neuroscience (Bachelor of Arts or Bachelor of Science)

Neuroscience is the study of the nervous system, including the brain and the spinal cord. The neurosciences advance the understanding of thought, emotion, and behavior and have direct application to the understanding of neurological disorders. The BA/BS degree provides a strong grounding in the basic sciences along with research experience in neuroscience. The program is flexible and allows a student to study broadly or to concentrate on a single area of neuroscience. This degree is excellent preparation for students desiring to pursue a career in neuroscience research as well as for students seeking a career in medicine or other health-related professions.

PHIL Philosophy (Bachelor of Arts)

Philosophy critically examines fundamental beliefs. Philosophy majors explore answers to ultimate questions about human existence and critically examine the ethical and moral dimensions of life. Philosophical study develops the understanding and intellectual abilities essential for life in general. For students who intend to specialize in law or other professions requiring a broad knowledge base and a high level of critical-thinking skill, the philosophy major provides a foundation for continuing to develop the knowledge and skill required to continue growing as a broadly educated person while advancing in one's area of specialization.

PHY1 Physics (Bachelor of Arts)

The bachelor of arts program is specifically designed for those students who wish a very broad undergraduate education with some specialized study in physics. It is also very useful as a premedical program. While not preparatory for graduate study in physics, it can be used as general preparation for postbaccalaureate study in business, law, medicine, etc. In many ways, this represents a very flexible program.

PHY2 Physics (Bachelor of Science)

The bachelor of science program is designed for the student pursuing a career in physics or engineering. The curriculum includes courses that will prepare the student to continue studies on the graduate level. It also allows the student the flexibility to select further courses in personal areas of interest. Upon graduation, the student may apply to the master's program in physics at ECU or to a graduate program at another university.

PHY3 Applied Physics (Bachelor of Science)

The applied physics program allows the student more free electives to obtain a substantial secondary course of study in another field. It can prepare the graduate to immediately enter the rapidly growing job market where people with technical training are in high demand.

It also prepares the student for graduate study in areas outside the traditional physics disciplines. Suggested secondary courses of study include industrial physics, biomedical physics, computer science, mathematics, premedicine, and business. Other secondary courses of study can be tailored to the student's interests.

POL1 Political Science (Bachelor of Arts)

POL2 Political Science (Bachelor of Science)

Students who major in political science acquire skills in writing, communications, and analysis that are critical to a liberal arts education. Many different career paths can be met, including those in the following sectors: government, business, finance, law, journalism, political campaigns, and policy analysis. Recent graduates have found employment in all of these fields and many more.

PSY1 Psychology (Bachelor of Arts)

The psychology program provides a flexible major designed to provide the student with a broad education in psychology. The program provides the research techniques used in the scientific study of behavior and thought that can benefit students in the job market as well as continuing graduate study. Employment opportunities are available in a variety of areas such as residential counseling, social services case management, child care, sales, human resources, and market research.

SOC1 Sociology (Bachelor of Arts)

The bachelor of arts in sociology degree is designed to develop a broad liberal arts perspective on the nature and diversity of societies and groups, while developing foreign language skills. Students have flexibility in developing a specific course of study, which will prepare them for the type of employment or advanced degree to which they plan to strive. Graduates of the bachelor of arts program frequently go on to jobs in social service agencies, business, research, and nonprofit organizations. Language skills make these graduates highly marketable. Many graduates also go on to graduate study in fields ranging from sociology to medicine.

SOC2 Applied Sociology (Bachelor of Science)

The bachelor of science in applied sociology degree is designed for students interested in people, families, work settings, legal systems, and social and organizational problems. The curriculum is designed to develop oral and written communication, critical reasoning, and computer skills, while students learn to apply the sociological perspective to understanding the world. Exemplary students may gain credit toward their degree by completing an internship, which enhances their marketability. Graduates of the bachelor of science program frequently go on to jobs within the criminal justice system, social service agencies, business, research, and nonprofit organizations. Many graduates also go on to graduate study in fields ranging from sociology to law.

PL01 Urban and Regional Planning (Bachelor of Science)

The bachelor of science degree in urban and regional planning is designed to prepare a student for a career in urban, regional, environmental, and/or coastal planning. The planning student will complete core courses in theory, legislation, and techniques, as well as acquire computer skills in the application of geographic information systems (GIS), statistics, and design in planning. The student will complete one of two emphases—urban and regional planning or coastal planning and development—plus advanced courses in planning, a minor, or two planning-related concentrations.

WST1 Women's Studies (Bachelor of Arts)

The bachelor of arts in women's studies draws on a variety of academic perspectives to study women's experiences in the United States and around the world. Students study the causes and solutions to the many contemporary issues vital to the survival of both men and women. The knowledge and awareness of cultural and gender diversity fostered in women's studies prepare a student to apply for positions in human services, health and wellness professions, national and international business, and human resources.

School of Allied Health Sciences

CLSC Clinical Laboratory Science (Bachelor of Science)

The bachelor of science degree program in clinical laboratory science is designed to prepare competent clinical laboratory scientists (also called medical technologists) to perform lab tests on patient samples in all major areas of the modern medical laboratory, including hematology, immunohematology, serology, clinical microbiology (includes mycology and parasitology), clinical chemistry, and urinalysis. CLS students also complete course work in management, research, and education as related to functioning as a clinical laboratory manager, educator, or researcher.

HIMG Health Information Management (Bachelor of Science)

The health information management major prepares students for roles as health data experts. This expertise is based on several areas of knowledge, such as business, computers, and pathophysiology. In the major, students study medical terminology and medical science; health data security, privacy, standards and laws; health information systems and technology; and the electronic health record. Employment sites include hospitals, physician group practices, federal and state health agencies, nursing homes, and health consulting firms.

HSM1 Health Services Management (Bachelor of Science)

The health services management major provides students with skills to function as supervisors and midlevel managers in health care. Graduates are also prepared for entrance into graduate programs in allied health, such as physical and occupational therapy and physician assistant studies. In the major, students study health-care delivery systems and reimbursement; health-care quality management; ethics and law; budgeting; health services management; and personnel supervision. Employment sites include hospitals; nursing homes; pharmaceutical, medical equipment, and insurance companies; and physician group practices.

RHB1 Rehabilitation Services (Bachelor of Science)

The rehabilitation services degree prepares students to work with individuals receiving rehabilitation and related services through public or private organizations. Graduates may work as case managers, placement specialists, case workers, and in other similar roles. Working successfully with individuals who may have physical, mental, or substance abuse problems requires good communication skills, a strong interest in working with others, and a willingness to participate in the rehabilitation process as a team member.

CSD1 Speech and Hearing Sciences (Bachelor of Science)

The speech and hearing sciences major emphasizes normal processes of speech, hearing, and language, and prepares students for graduate studies. Students may apply to the department at the end of the sophomore year and must undergo an interview prior to formal admission to the program. Students then take the preprofessional courses, which are prerequisites for applications to most graduate programs in communication sciences and disorders.

College of Business

ACC1 Management Accounting (Bachelor of Science in Business Administration)

The Department of Accounting offers two tracks for preparation for a career in accounting. The first track (BSBA in management accounting) requires 120 semester hours and focuses on internal and government accounting positions. The second track (BSA/MSA in accounting) requires a minimum of 150 semester hours and is designed to prepare students for careers in public accounting as CPAs. Graduates from the BSA/MSA program receive both the undergraduate degree and master's degree upon graduation. The two programs share course work for the first three years and then split to pursue their distinct individual career goals. Selection between the programs can be postponed until the seventh semester of course work.

BSBA in Management Accounting

The BSBA in accounting provides a broad overview of significant issues in management accounting and a detailed examination of internal accounting issues affecting multiple entity types. The courses include an array of topics needed for an accounting manager in a dynamic environment. The BSBA degree track is ultimately designed to prepare students for careers in corporate accounting, in governmental accounting, and in internal auditing. This track does not meet the requirements for professional certification as a CPA in North Carolina.

Accounting System Concentration

The AS concentration builds upon the basic accounting course sequence and then focuses upon the information systems perspective for accounting. The program includes a selection of studies from the information systems areas including database management, decision support systems, distributed information processing, and other electives. This concentration will prepare the graduate with skills from two disciplines, accounting and information systems, for entry into the systems design and analysis side of accounting.

Managerial Accounting Concentration

The second concentration provides a broad overview of significant issues in accounting and a detailed examination of internal accounting issues affecting management. The program will prepare graduates for entry-level positions in a corporate accounting department, including manufacturing, service industry, as well as governmental entities. The focus is on providing information for decision makers and participating in the management process. The courses include an array of topics needed for an accounting manager in a dynamic environment.

ACC2 Combined Bachelor of Science and Master of Science in Accounting

The BSA/MSA degree is a five-year program that focuses on preparing students for careers in public accounting. This program enhances overall business skills and develops accounting knowledge satisfying the educational prerequisites and providing a comprehensive program of training to adequately prepare students to sit for the CPA examination. The BSA/MSA degree satisfies the North Carolina CPA examination board's requirements for practicing public accounting.

DSC1 Management Information Systems (Bachelor of Science in Business Administration)

The concentration in management information systems (MIS) recognizes the increasing importance of computers and technology in organizations. MIS focuses on identifying, obtaining, structuring, and securing the information necessary for business decision making. The MIS concentration focuses on understanding and applying information technology to business problems.

FIN1 Finance (Bachelor of Science in Business Administration)

The Department of Finance develops applied and theoretical knowledge as the basis for successful financial management of organizations and for providing financial services to both individuals and financial institutions. The department offers concentrations in financial services and managerial finance.

Financial Services Concentration

The financial services concentration prepares students to enter fields where they apply financial concepts to help solve client problems. Students study topics in insurance, investments, taxes, and estates. Employment is available in diverse areas such as real estate, financial planning, insurance, and stock brokerage.

Managerial Finance Concentration

The managerial finance concentration prepares students for employment in banking and industry. This concentration focuses on solving a wide variety of financial problems faced by firms, including asset allocation, selecting among investments, project evaluation, and loan evaluation. Regional and national banks have been the single largest employer of ECU managerial graduates in recent years.

MG01 Management (Bachelor of Science in Business Administration)

The management degree offers students the opportunity to acquire knowledge in the management of human and physical resources and to acquire skills useful in the management of domestic and international organizations. The department offers the following concentrations.

Entrepreneurship and Small Business Management Concentration

The emerging high-technology and service industries have created a demand for entrepreneurs who can provide dynamic leadership in creating new enterprises. Equally important is the need for individuals with an entrepreneurial spirit to enter older, more mature industries. If you intend to enter a family business, work in the small business sector, start your own business, or buy an existing business, you should consider a concentration in entrepreneurship and small business management.

International Business Concentration

The international business major in the College of Business is a highly structured program that is best suited to students in their first semester of the freshman year. All international business majors are required to study abroad for a minimum of one full semester. Summer study abroad cannot be used to satisfy this requirement. One of the primary goals of the full semester study abroad is to enhance the student's proficiency in the chosen foreign language within its cultural context. It is recommended that students study abroad during the second semester of their sophomore year or the first semester of the junior year.

Management Concentration

A concentration in management can provide you with the skills you need to succeed in future business enterprises. The concentration is designed to help you learn how to deal with the people-based challenges you will encounter in a management position. One attractive career path begins with entry into an organization as a management trainee. Management trainees are recruited into all business sectors—profit, nonprofit, manufacturing, service, and government. As a trainee you gain experience in several functional and operational areas before committing yourself to a particular performance field.

MKT1 Marketing (Bachelor of Science in Business Administration)

Marketing Concentration

The concentration in marketing provides students with the insight needed to identify marketing opportunities, develop appropriate strategies, and put them into action. The concentration curriculum provides flexibility for students seeking careers in the fields of advertising, sales management, industrial marketing, marketing research, Internet marketing, distribution, and international marketing.

Operations and Supply Chain Management Concentration

The concentration in operations and supply chain management prepares students for careers involving the identification, acquisition, positioning, and management of resources that an organization needs or potentially needs in the attainment of its strategic objectives. Graduates in OSCM have career choices as managers of purchasing, supply chains, inventory, logistics, operations, projects, and quality. The OSCM curriculum also prepares graduates to sit for the Certified Purchasing Manager examination.

Electronic Commerce Concentration

The concentration in electronic commerce is designed to prepare students to assume roles in project management or technical support related to Web site development and Internet marketing. The concentration curriculum provides students with an understanding of strategic issues, emerging business models, and interdisciplinary issues related to the electronic commerce environment. Positions upon graduation include Web project management, Web-based sales and customer service, and support roles in either marketing or management information systems.

College of Education

BSED Business Education (Bachelor of Science in Business Education)

The business education teacher licensure program prepares business education teachers for secondary or postsecondary school teaching positions. Teaching areas include keyboarding, principles of business, accounting, computerized accounting, word/information processing,

and business management/entrepreneurship. Licensure in business education qualifies the teacher to coordinate the cooperative office occupations work experience program. Additionally, the business sector actively seeks persons with the technical knowledge and hands-on skills business education licensees possess.

ELM1 Elementary Education (Bachelor of Science)

The award-winning elementary education program at ECU prepares preservice teachers to work with children in grades K–5 in public schools. The course work of the program, including methods courses in all academic areas, involves a developmental approach in preparing students for the teaching profession. Elementary majors observe and assist in the public schools from the beginning of the program progressing through tutorial opportunities, culminating with an outstanding yearlong internship.

ENE1 English, Secondary Education (Bachelor of Science)

The English education program prepares preservice teachers to teach secondary English studies. The program involves extensive course work in the study of rhetoric and composition, film, language, and literature, both canonical and multicultural, and in the study and investigation of best practices for teaching all facets of language arts in the contemporary high school. The program prepares preservice teachers by employing a developmental approach, which begins with tutorial opportunities and culminates with an outstanding yearlong internship.

HIE1 History, Secondary Education (Bachelor of Science)

The history education program prepares students to teach high school social studies. The program involves extensive course work in all areas of social studies, including history, economics, sociology, political science, and geography. History education also offers honors students the opportunity to work closely with faculty members regarding particular areas of interest and involves an outstanding yearlong internship.

BVIT Information Technologies (Nonteaching) (Bachelor of Science in Business Education)

Information technologies is a positive result of the electronic computer age. Information processing systems have created many careers for both men and women. Graduates of this program possess hands-on skills, up-to-date knowledge of business/technical applications, and technology hardware that usually supersedes those found in the public sector. Jobs include hardware/software support, office management, systems management, consulting, training specialist for sales organizations or companies, hardware and software sales and service, desktop publishing, Web site development, or traditional office support positions. It is predicted that in the twenty-first century, there will be a severe shortage of qualified people to fill vacancies in information processing positions.

BVE2 Business and Marketing Education (Bachelor of Science)

The business and marketing education teacher licensure program prepares marketing education teachers for secondary or postsecondary school teaching positions. Licensure in business education qualifies the teacher to coordinate the marketing education cooperative work experience program and serve as advisor to the DECA student organization. Additionally, the business sector actively seeks persons with the technical knowledge and hands-on skills marketing education licensees possess.

BVE1 Marketing Education (Bachelor of Science)

The marketing education teacher licensure program prepares marketing education teachers for secondary or postsecondary school teaching positions. Teaching areas include marketing, fashion merchandising, selling, advertising, sales promotion, merchandising, marketing management/entrepreneurship, strategic marketing, and sports marketing. Licensure in business education qualifies the teacher to coordinate the marketing education cooperative work experience program and serve as advisor to the DECA student organization. Additionally, the business sector actively seeks persons with the technical knowledge and hands-on skills marketing education licensees possess.

MTE1 Mathematics, Secondary Education (Bachelor of Science)

The mathematics education major prepares students to teach high school mathematics. The program involves course work that nearly qualifies one for a major in mathematics; in fact, students may double major (mathematics education and mathematics) with a few additional courses. Students receive preparation in mathematics education (technology, seminars, and methods) to add to the pure content courses in mathematics. Experience in schools is an early and continual part of the program, in addition to the yearlong internship that caps the program.

MIDG Middle Grades Education (Bachelor of Science)

The award-winning middle grades education program at ECU prepares preservice teachers to work with students in grades 6–9 in public schools. The program highlights the unique configuration of the middle school, as well as effectively working with the adolescent population academically, socially, and emotionally. The program culminates with an outstanding yearlong internship.

SCE1 Science (Secondary) Education (Bachelor of Science)

The science education major prepares students to teach high school science on a general science license. The program involves course work in all major areas of science, namely biology, chemistry, geology, and physics. Students select one of the science areas as a concentration. Students take a number of courses in science education to add to the

pure content courses in science. In addition to experience in schools early in the program, a yearlong internship caps the program.

SE04 Special Education, Adapted Curriculum (Bachelor of Science)

This program prepares candidates to teach K–12 public school students with low-incidence disabilities (those students with significant cognitive disabilities who may have other disabilities or impairments). The program includes a unique disabilities sciences concentration, which emphasizes a diverse group of students with severe and complex disabilities. A yearlong internship completes the program.

SE03 Special Education, General Curriculum (Bachelor of Science)

This program prepares candidates to teach K–12 public school students with mild to moderate disabilities in the traditional school setting. Central themes of the program consist of learning best practices for teaching students with disabilities including (but not limited to) learning disabilities, behavioral/emotional handicaps, and mild mental retardation. Students in this program apply acquired teaching skills during a culminating comprehensive yearlong internship experience.

College of Fine Arts and Communication

School of Art and Design

AR01 Art (Bachelor of Arts)

Upon the student's application, when the student has earned the minimum number of semester hours of credit required for the degree by the major department or school, has met the foundations curriculum requirements, and has fulfilled all requirements of the major program, East Carolina University may confer the bachelor's degree.

A BA degree from East Carolina comprises a minimum of 120 semester hours (s.h.). A minimum of 30 s.h. and at least one-half of the total hours required in the major discipline must be completed through enrollment in ECU. The required resident study does not need to be accomplished in consecutive semesters. One-half of the minimum semester hours required in the student's program must be earned through enrollment in a regionally accredited senior college.

Animation/Interactive Design Concentration

The animation/interactive design program begins with an exploration of ways animation and interactive design and digital imaging can complement experiences in various disciplines. Studio courses provide the students with 3-D models, Web-based projects, full-motion video, still and kinetic imagery, special effects, digital geometries, lighting, texture mapping, and rendering.

Ceramics Concentration

Studio courses are offered in hand-built and wheel-formed ceramic design. Technical information throughout the first five courses prepares students for a thorough hands-on competency in the area. Study in this concentration centers on self-management in problem solving with a faculty mentor relationship.

Fabric Design Concentration

Students concentrating in fabric design explore surface design through work in painted designs, silkscreen, photo silkscreen, batik, shibori, and direct surface design techniques. Students are encouraged to develop personal creative solutions to problems involving aesthetic concerns while gaining technical understanding of the surface design field.

Graphic Design Concentration

At the introductory level, courses engage students in basic visual problem solving and increased technical proficiency. After acceptance into the concentration, subsequent to a rigorous portfolio review, students build sound methodologies and technical competencies through courses in graphic design, illustration, photography, and typography.

Illustration Concentration

Students selected to work on an emphasis in illustration explore a range of aesthetic, conceptual, and contextual approaches to the discipline. Students study illustration past and present, explore media, and further develop and strengthen their visual problem-solving skills. The illustration curriculum is integrated with design and offers students a broader understanding of the contexts where illustration is ultimately used, particularly in editorial, publishing, and advertising realms.

Metal Design Concentration

The program offers a comprehensive and professional curriculum that encourages and celebrates the diversity of the contemporary metal-smithing field. Students investigate jewelry, hollowware, and small sculpture in classes that focus on casting, metal-smithing, enameling, and fabrication techniques.

Painting and Drawing Concentration

The painting and drawing program is committed to creating an atmosphere tolerant of diverse views in which personal direction, pertinent technical skills, and critical thinking can converge. The department's goal is to strengthen each student's capacity for becoming passionately engaged in his or her work at the highest level possible.

Photography Concentration

The photography curriculum is based in traditional wet media techniques with a digital manipulation component. After portfolio submission and acceptance into the concentration, students proceed into exploration of image making. Courses include traditional photographic process, theory, history, studio photography, and state-of-the-art digital imaging.

Printmaking Concentration

Studio courses are offered in lithography, intaglio, silkscreen, and relief. Printmaking affords students a variety of vehicles for self-expression. By allowing the student to select a printing matrix that suits his or her individual temperament and personality, the development of the image becomes personal.

Sculpture Concentration

Students create a personalized curriculum by choosing courses from three media—carving in stone and wood, welded metals, and cast metals—that follow an introductory survey. Studios seek to expand creativity and develop personal expression.

Textile Design Concentration

Students concentrating in textiles make up the major from a combination of courses in both fabric and weaving design. Course work is a balance of experiences in each field.

Weaving Design Concentration

Students concentrating in weaving explore basic woven structures through samplers and studio work. Studio course work may include multiharness structures, dye processes, and other techniques.

Wood Design Concentration

Technical woodworking courses range from furniture design to purely sculptural concerns. Students have the opportunity to use wood as a design tool for visual problem solving and personal expression as it relates to functional furniture design or to nonfunctional sculpture.

AR02 Art (Bachelor of Fine Arts)

The bachelor of fine arts, usually abbreviated BFA, is the standard undergraduate degree for students seeking a professional education in the visual arts. The degree differs from a bachelor of arts degree in that the majority of the program consists of a practical studio component, as contrasted with lecture and discussion classes. A typical BFA program consists of two-thirds study in the arts, with one-third in more general liberal arts studies.

The National Association of Schools of Art and Design (NASAD), which accredits BFA programs in the United States, states that “the professional degree (BFA) focuses on intensive work in the visual arts supported by a program of general studies.”

A BFA degree will often require an area of specialty, such as ceramics, painting and drawing, fiber, graphic design, illustration, metal design, electronic or time-based media, photography, printmaking, sculpture, or wood design.

Animation/Interactive Design Concentration

The animation/interactive design program begins with an exploration of ways animation and interactive design and digital imaging can complement experiences in various disciplines. More advanced

courses provide the students with 3-D models, Web-based projects, full-motion video, still and kinetic imagery, special effects, digital geometries, lighting, texture mapping, and rendering.

Ceramics Concentration

Beginning and advanced courses are offered in hand-built and wheel-formed ceramic design. Technical information throughout the first five courses prepares students for a thorough hands-on competency in the area. Advanced study centers on self-management in problem solving with a faculty mentor relationship.

Fabric Design Concentration

Students concentrating in fabric design explore surface design through work in painted designs, silkscreen, photo silkscreen, batik, shibori, and direct and advanced surface design techniques. Students are encouraged to develop personal creative solutions to problems involving aesthetic concerns while gaining technical understanding of the surface design field.

Graphic Design Concentration

At the introductory level, courses engage students in basic visual problem solving and increased technical proficiency. After acceptance into the concentration, subsequent to a rigorous portfolio review, students build sound methodologies and technical competencies through advanced courses in graphic design, illustration, photography, and typography.

Illustration Concentration

Students selected to work on an emphasis in illustration explore a range of aesthetic, conceptual, and contextual approaches to the discipline. Students study illustration past and present, explore media, and further develop and strengthen their visual problem-solving skills. The illustration curriculum is integrated with design and offers students a broader understanding of the contexts where illustration is ultimately used, particularly in editorial, publishing, and advertising realms.

Metal Design Concentration

The program offers a comprehensive and professional curriculum that encourages and celebrates the diversity of the contemporary metal-smithing field. Students investigate jewelry, hollowware, and small sculpture in classes that focus on casting, metal-smithing, enameling, and fabrication techniques.

Painting and Drawing Concentration

The painting and drawing program is committed to creating an atmosphere tolerant of diverse views in which personal direction, pertinent technical skills, and critical thinking can converge. The department's goal is to strengthen each student's capacity for becoming passionately engaged in his or her work at the highest level possible.

Photography Concentration

The photography curriculum shares courses with the graphic design curriculum at the beginning and intermediate levels. When students are accepted into the concentration, they proceed into introductory

and advanced exploration of image making. Courses include traditional photographic process, theory, history, studio photography, and state-of-the-art digital imaging.

Printmaking Concentration

Beginning and advanced courses are offered in lithography, intaglio, silkscreen, and relief. Printmaking affords students a variety of vehicles for self-expression. By allowing the advanced student to select a printing matrix that suits his or her individual temperament and personality, the development of the image becomes personal.

Sculpture Concentration

Three media courses in stone and wood, welded metals, and cast metals follow an introductory survey. Upper-level studios seek to expand creativity and develop personal expression.

Textile Design Concentration

Students concentrating in textiles make up the major from a combination of courses in both fabric and weaving design. Course work is a balance of experiences in each field.

Weaving Design Concentration

Students concentrating in weaving explore basic woven structures through samplers and studio work. Advanced studio course work may include multiharness structures, dye processes, and other advanced techniques.

Wood Design Concentration

Beginning and advanced technical woodworking courses range from furniture design to purely sculptural concerns. Students have the opportunity to use wood as a design tool for visual problem solving and personal expression as it relates to functional furniture design or to nonfunctional sculpture.

AR04 Art Education (Bachelor of Fine Arts)

The art education curriculum is designed to prepare students for certification in art at the elementary through secondary school levels and to develop their competence both as creative artists and as teachers. It is also geared to develop understanding of goals, content, motivational techniques, use of materials, evaluative processes, and procedures involved in art instruction at pupils' various developmental levels.

AR03 Art History and Appreciation (Bachelor of Arts)

The art history program is dedicated to helping students achieve a historical understanding of the visual arts from various perspectives that include formal, iconographic, critical, and social analysis.

Art History Liberal Arts Concentration

The liberal arts BA includes 6 additional semester hours and 15 semester hours electives from anthropology, English, foreign languages, history, philosophy, or area studies.

Art History Studio Concentration

The art history program is dedicated to helping students achieve a historical understanding of the visual arts from various perspectives that include formal, iconographic, critical, and social analysis. The studio arts BA includes 27 semester hours of studio art.

School of Communication

CO01 Communication (Bachelor of Arts)

The BA in communication degree prepares students to work with business, government, and community agencies in public relations, to continue in academic communication, or to work in journalism. The program offers traditional courses in mass communication along with courses reflecting the dynamic interpersonal and technological communication changes in today's society.

BCST Communication (Bachelor of Science)

The BS in communication, a professional degree program, prepares students to be news writers and broadcast journalists, audio and video specialists, and performers, directors, and/or managers. The program is centered on applied mass media studies, supported by a theoretical foundation.

School of Music

MU01 Music Education (Bachelor of Music)

The music education program is a professional program that prepares and develops students for teaching. The degree enables students to master the content, professional knowledge, and musicianship that is needed to be an effective teacher. At program completion, students may be licensed to teach grades K–12 in the areas of general, choral, strings, and instrumental music. Students are expected to attain a high level of performance proficiency on their chosen performance medium: piano, organ, voice, strings, woodwind, brass, or percussion.

MU02 Music Therapy (Bachelor of Music)

The music therapy program prepares, develops, and advances students to a professional level in music therapy. Students increase their content and professional knowledge in music and psychology through experiences and practicums. The level of musicianship that is needed to be an effective therapist is attained through performance proficiency on their chosen instrument or voice. At program completion, students complete an internship, usually six months in duration, which leads to eligibility to sit for the national Board Certification Examination and professional status in the American Music Therapy Association.

MU03 Performance (Bachelor of Music)

Jazz Studies/Vocal and Instrumental Concentration

The jazz studies (vocal and instrumental) program is designed to

prepare students for a professional career in the field of jazz. Students are required to complete a sophomore hearing that is to be taken after completion of 8 semester hours of traditional applied lessons. An additional jury taken after completion of 4 semester hours of jazz applied lessons is required to enter the jazz studies major. After this jury, the student is accepted into the jazz study program. Additional courses are taken that include keyboard harmony, jazz history, jazz improvisation, and jazz theory, as well as arranging and rhythm section concepts.

Piano Pedagogy Concentration

Piano pedagogy courses help students prepare to teach piano professionally as an independent, affiliated, or college or university instructor. The courses address the teaching of piano students of all levels and abilities and include such subjects as effective piano teaching techniques, evaluation of piano methods, development of a natural keyboard technique, supplementary piano teaching materials, learning theories, child development, group piano teaching, establishing the independent studio, and many other topics relevant to the professional world of piano teaching. Internships are provided in order to give the piano pedagogy student real-life experiences in piano teaching.

Sacred Music: Organ and Voice Concentration

The sacred music program prepares organists, singers, and choral conductors for a sacred music vocation by encouraging the development of practical, philosophical, and academic disciplines that are necessary for success as a sacred musician. Intensive study on their chosen instrument is required. Students take courses in choral conducting, the history of sacred music, the administration of a sacred music program, the philosophy of sacred music, liturgies, and complete a supervised sacred music internship. All students perform a senior recital and are encouraged to gain experience in conducting children's, youth, and handbell ensembles, as well as developing their compositional skills.

Music Performance: Piano, String, Wind, and Percussion Instruments Concentration

The instrumental performance program provides students a solid technical and musical background. Graduates are able to perform as professionals and continue study at the master's level. Study of the major performance medium is continuous throughout the course of study. Students study the concepts of pedagogy for their chosen performance medium and learn to work on their own to become independent in their ability to prepare repertoire at the highest standards.

Organ Performance Concentration

Those whose ultimate goal is a career in university teaching and organ performance may wish to investigate the organ performance major. While this degree does not eliminate the possibility of a career in sacred music, it does place more emphasis on public performances and pedagogical knowledge and is a logical choice for those who wish to concentrate their energies on developing the highest level of performance. Students who choose this degree aim for a balance between performance studies in applied organ, harpsichord, piano, historic

performance practices, and academic courses including research projects, counterpoint, and specialized music history courses.

Vocal Performance Concentration

The vocal performance major is designed to prepare, develop, and advance students to a professional singing level. Students study all aspects of vocal performance including technique, interpretation, foreign languages, a wide variety of repertoire and styles, vocal science, and pedagogy. Related topics such as acting, movement, and dance, can be studied. At program completion, students are prepared to further their study and preparation for performing careers in graduate programs or in other performance-based programs. Students are prepared for graduate work that would lead to teaching positions in higher education.

Vocal Performance/Musical Theatre Concentration

The vocal performance program in musical theatre is designed to prepare, develop, and advance students to a professional singing level in music of the theatre. Students study all aspects of musical theatre performance, including vocal technique, vocal interpretation, dance, and acting. Upon completion of the program, students are prepared to pursue a career in the musical theatre genre.

Wind Performance Concentration

The wind performance major is a program designed to prepare young woodwind instrumentalists for active careers in music performance. This includes but is not limited to careers in audition preparation and orchestral performance, chamber music, and careers as soloists. Emphasis is placed on course offerings including applied lessons in flute, oboe, clarinet, bassoon, and saxophone as well as performance groups including chamber music, wind ensemble, and orchestral performance. Background courses in theory, literature, music history, conducting, pedagogy, and orchestration are required.

MU04 Theory-Composition (Bachelor of Music)

The composition program is devoted developing the skills necessary to pursue a professional or academic career in the composition of contemporary concert music. Students that are most successful are highly self-motivated and show initiative by taking advantage of performance opportunities and the mentoring of a variety of faculty. Emphasis is placed on students' abilities to communicate effectively orally and in writing. The faculty is dedicated to helping students develop their technical skills and compositional craft, with the ultimate goal of guiding students towards establishing their own artistic careers.

School of Theatre and Dance

TA01 Dance (Bachelor of Fine Arts)

The technique and performance emphasis of the BFA in dance prepares the student to dance professionally or to teach in a private studio. Students may specialize in ballet modern or jazz.

TA02 Dance Education (Bachelor of Fine Arts)

A BFA in dance education provides students with a comprehensive education that complies with the North Carolina licensure requirements for teaching dance K–12.

TA04 Theatre Arts (Bachelor of Arts)

The BA in theatre arts provides the students with a broad education in theatre, including acting, design and production, and theatre history and literature. Students can tailor their educational programs with minors to work toward careers in theatrical production, speech communication, and broadcasting, to name a few.

TA03 Theatre Arts (Bachelor of Fine Arts)

Professional Acting Concentration

The BFA in professional acting offers rigorous training for students interested in careers as actors in professional theatre, film, and television. Emphasis is placed on developing the ability to gain employment in the professional and commercial realm.

Musical Theatre Concentration

A BFA in musical theatre provides rigorous, specific training in singing, acting, and dance in preparation for performance in the commercial, Broadway-model musical theatre.

Design and Production Concentration

The BFA in design and production develops practical skills and theoretical knowledge in the areas of scenic design, scenic construction, scenic painting, stage lighting, stage makeup, and theatrical costuming. Students are well prepared to enter the professional production work market or graduate school.

Stage Management Concentration

The BFA in stage management provides extensive training in the many skills required to manage theatrical production at the professional level. Students graduate with experience in all areas of theatrical production and in stage management of full-scale production from outset to completion.

TA05 Theatre Arts Education (Bachelor of Fine Arts)

The BFA in theatre education provides a rich, comprehensive education that complies with requirements for North Carolina licensure in teaching theatre arts K–12.

College of Health and Human Performance

Department of Exercise and Sport Science

EXEP Exercise Physiology (Bachelor of Science)

Graduates are prepared for careers in applied or clinical exercise physiology and industrial academic settings and for postgraduate work in exercise physiology, medicine, physical therapy, and other allied health fields. The degree covers the study of exercise and its important role in health maintenance and disease prevention.

EX01 Exercise and Sport Science (Bachelor of Arts)

Graduates receive a strong general foundation in the exercise sciences. When combined with the foreign language requirement and a suitable minor, students are prepared to work in a variety of sport- and physical-activity-related occupations.

EXAF Health Fitness Specialist (Bachelor of Science)

Graduates are prepared for careers in the health and fitness industry, including employment in corporate or commercial fitness centers, community settings such as YMCAs, clinical and rehabilitative settings, and personal training. The degree program is endorsed by the American College of Sports Medicine (ACSM) and prepares graduates to take the ACSM Health Fitness Instructor Certification exam.

EXPE Physical Education (Bachelor of Science)

Graduates are prepared to teach physical education in schools after meeting state teacher licensure requirements. Graduates may acquire jobs in private sports clubs, sports camps, and community recreation programs.

EX13 Sports Studies (Bachelor of Science)

Students in this degree program study the place of sport in culture and society. Students will be required to take a minor, such as business administration, which will enable them to tailor their program to meet their specific career goals. This degree is intended for students who have an interest in sport and want careers in sport-related occupations such as sport journalism, sport business, sport retail, sport management, and other related areas.

Department of Health Education and Promotion

HLAT Athletic Training (Bachelor of Science)

Once certified, graduates can work as athletic trainers for amateur and professional sports teams and in schools, universities, and industry. Graduates are eligible to sit for the Board of Certification exam. The program is accredited by the Commission on Accreditation of Athletic Training Education.

EHL1 Environmental Health (Bachelor of Science)

Graduates can begin their professional careers as entry-level environmental health specialists or industrial hygienists in industry, academic institutions, consulting firms, and health regulatory agencies at the local, state, or federal level. Employment opportunities include areas such as air pollution control, food protection, water quality, toxicology, environmental epidemiology, waste treatment, control of disease-transmitting insects, and counterterrorism.

HEP1 Health Education and Promotion (Bachelor of Science)

Community Health Concentration

Graduates are prepared for work in community health, public health, and health care. Students develop skills in community organization, needs assessment, and educational strategies for individuals and organizations. Graduates help communities draw on their problem solving abilities, identify needs, and mobilize resources to strive for improved health. Graduates are eligible to sit for the certified health education specialist examination.

Prehealth Professions Concentration

Graduates are prepared for advanced study in professional health-care fields such as medicine, physician assistant, dentistry, and pharmacy. It provides a comprehensive background in science, social science, and health education to prepare students for graduate study and practice. Graduates are eligible to sit for the certified health education specialist examination.

Worksite Health Promotion Concentration

Graduates are prepared for employment in business, industry, and health care. They perform employee health screenings, plan health enhancement programs ranging from fitness and nutrition to stress management, implement health fairs, and work with others to promote employees' health and productivity. Graduates are eligible to sit for the certified health education specialist examination.

HLSH School Health Education (Bachelor of Science)

Graduates are prepared to teach health education in schools after meeting state licensure requirements. Graduates also find employment in community health positions that focus on adolescents. Graduates are eligible to sit for the certified health education specialist examination.

Driver Education Licensure (Add-on License)

Students earning any teaching degree may add driver education licensure to that current North Carolina teaching license. There are 12 semester hours required to do so.

Department of Recreation and Leisure Studies

RL01 Management of Recreation Facilities and Services (Bachelor of Science)

Students in the management of recreation facilities and services program obtain knowledge and skills that prepare them for a professional career by incorporating practice through hands-on learning experiences while developing tools that foster lifelong learning in the delivery of high-quality services to the public. Students concentrate in commercial recreation and tourism, outdoor recreation, or recreation management. Graduates work in recreation settings such as city and county parks; state and national parks; university recreation and recreational sport centers; tourism destinations; and private commercial recreation businesses.

RL02 Recreational Therapy (Bachelor of Science)

Graduates provide treatment services to individuals with illnesses and disabilities in rehabilitation, psychiatric, longterm care, and other facilities. Graduates are eligible to apply for North Carolina state licensure as a recreational therapist and national certification as a therapeutic recreation specialist. This program is accredited by the Council on Accreditation of the National Recreation and Park Association/American Association of Leisure and Recreation.

College of Human Ecology

Department of Child Development and Family Relations

BKE1 Birth through Kindergarten Teacher Education (Bachelor of Science)

The BS in birth through kindergarten teacher education (BSBK) is a 126-semester-hour program that includes course work in the typical and atypical development of children from conception to age six. Students take courses in child development, special education, family relations, elementary education, professional education, and general studies. BSBK course work can be taken either on the ECU campus or totally via the Internet except for practicum and internships.

CFCL Child Life (Bachelor of Science)

Seriously ill and hospitalized children and adolescents and their

families have special needs beyond ordinary family concerns. The child life bachelor's degree is a 126-semester-hour program that prepares students to work with these children and their families to promote optimum development and minimize psychological trauma. East Carolina University is one of only a few universities in the nation to offer an undergraduate degree in child life. The child life curriculum meets the guidelines set by the Child Life Certifying Commission of the Child Life Council.

CFFC Family and Consumer Sciences Education (Bachelor of Science)

The BS in family and consumer sciences education (FACS) prepares students to teach preadolescents, adolescents, and adults in both formal and informal settings. The major consists of 126 semester hours that includes technical and career skills in work-based efficiency with various career areas: community and family services, culinary arts and hospitality, early childhood education, family and consumer sciences advanced study, food science, human services work development, and interior design services.

CFCS Family and Community Services (Bachelor of Science)

The BS in family and community services is a 126-semester-hour program that prepares students to work in a variety of community agencies and organizations that provide direct services and education to children and their families, such as juvenile services, family life education programs, domestic violence programs, programs for unwed mothers, mediation centers, substance abuse treatment centers, and other human services programs. Family and community services specialists work with child welfare and advocacy agencies, mental health centers, group homes, adoption agencies, and other service organizations. Students may complete course work for the certification in family life education.

Department of Criminal Justice

CRJ1 Criminal Justice (Bachelor of Science)

The mission of the bachelor of science in criminal justice (BSCJ) at East Carolina University is to educate people for professional practice in a constitutional criminal justice system. The major objectives of the program are to develop knowledge, values, and skills necessary for quality service in the area of corrections, law enforcement, and the administration of justice.

Department of Interior Design and Merchandising

IDM1 Interior Design (Bachelor of Science)

East Carolina University's interior design program provides students with the education and experience needed to enter a career as a designer of residential or commercial interiors. The program is

accredited by the Council for Interior Design Accreditation (CIDA, formerly FIDER) and the National Association of Schools of Art and Design (NASAD) and endorsed by the National Kitchen and Bath Association (NKBA).

IDM2 Merchandising (Bachelor of Science)

Picture yourself working as a merchandise manager at a firm such as VF Corp.; the Limited Corp.; Crate & Barrel; Talbots; Home Depot; SAKS Inc.; or Cotton Inc. The global nature of the apparel and interiors industries means you will have many opportunities for travel nationally and abroad. East Carolina University's dynamic merchandising program leads to exciting careers in the apparel or interiors industries. This bachelor of science program includes study in merchandising strategies and analysis, buying and sourcing, visual merchandising, textiles, global economics, and merchandising research.

Department of Hospitality Management

NHM2 Hospitality Management (Bachelor of Science)

The hospitality management program prepares students for professional practice through a sound general education, specialized course work in food and service lodging management, and a minor in business administration. The curriculum is designed to provide a foundation through theory, research, and an opportunity to provide classroom learning in both practice and professional settings. Students learn principles and practices for managing food service operations and then apply the knowledge in planning, preparing, and serving meals in a restaurant lab on campus.

Department of Nutrition and Dietetics

NHM1 Nutrition and Dietetics (Bachelor of Science)

Dietitians and nutritionists are the professionals who translate the science of nutrition into information and practices people can use to enhance their health and well being in their everyday lives. The demand for dietitians is continuing to increase, as the role of nutrition in prevention and treatment of chronic diseases and health maintenance increases. The mission of the didactic program in dietetics (DPD) is to provide students with a general education and in-depth course work in nutrition, foods, and food-service systems management. The DPD program provides students with the foundation for supervised practice as entry-level dietitians or other allied health professionals.

School of Social Work

SCW1 Social Work (Bachelor of Social Work)

The BSW degree at East Carolina University has been in existence since

1974 and is accredited by the Council of Social Work Education. Social work is a profession that provides the opportunity for service to individuals, families, and communities in a variety of diverse settings. The majority of social workers work directly with individuals and families, providing counseling services and case management. Social workers also can serve as advocates, community organizers, social planners, and policy makers in helping to bring about social change and social justice. Career options include the field of family services, mental health care, child welfare, aging, health care, women's services, chemical dependency, corrections, community organizing, advocacy, and social policy. The undergraduate curriculum is designed to prepare students for beginning professional practice and for graduate study in social work and other helping professions. Social work is also an excellent major for students interested in law school. The undergraduate social work program includes human behavior, counseling, assessment, social policy, family issues, and group work.

School of Nursing

NURS Nursing (Bachelor of Science in Nursing)

The School of Nursing prepares students for licensure as registered nurses. Students complete two years of science and foundations curriculum courses prior to admission to the clinical major. Graduates are prepared for beginning positions as nurse generalists, able to function in a wide variety of acute care or community health settings.

College of Technology and Computer Science

CS01 Computer Science (Bachelor of Arts)

CS02 Computer Science (Bachelor of Science)

The Department of Computer Science offers both the bachelor of science (BS) and the bachelor of arts (BA) degree in computer science. The BA degree program provides an emphasis on practical skills in problem solving that can be applied in diverse professional settings. The focus of the program will be to produce well-rounded graduates with good technical and communication skills who are ready to assume employment in a variety of business and technical environments. Students in the BA program will have an opportunity to integrate their study of computer science with a career track emphasis in fields such as high technology, business, and health information systems. The BS degree program is a comprehensive program that prepares students for either professional employment in the field or for further studies in graduate school. It provides a more comprehensive background in mathematics, science, and underlying principles of computer science. The department maintains an active dialog with its industrial supporters and alumni through advisory boards and by other means in order to make sure that all of its programs remain relevant and current.

CMG1 Construction Management (Bachelor of Science)

The Department of Construction Management, founded in 1985, is accredited by the American Council of Construction Education (ACCE) and is now the largest construction management program in the Mid-Atlantic states, with 660 students. Our mission is to prepare young men and women for professional careers in the construction industry, to expand construction knowledge, and to help meet the construction needs of the region, the state, and the world. Faculty have 150 years of combined construction and design experience, which serves as the foundation for providing students with a solid understanding of real-world construction practices. Students who join the CMGT program join a family of construction professionals who focus on teaching real-world solutions to construction problems using the most current technologies. Graduates work for hundreds of different companies and typically have job offers at graduation with starting salaries at \$45,000 plus.

DESN Design (Bachelor of Science)

Architectural Technology Concentration

This program prepares individuals to assist architects in developing plans and related documentation and performing architectural office services. It includes instruction in architectural drafting, computer-assisted drafting and design, construction methods and materials, environmental systems, building codes and standards, structural principles, cost estimation, planning documentation, visual communication skills, display production, and architectural office management.

Mechanical Technology Concentration

This program prepares individuals to apply basic engineering principles and technical skills in support of engineers engaged in the design and development phases of a wide variety of projects involving mechanical systems. It includes instruction in principles of mechanics, applications to specific engineering systems, design testing procedures, prototype and operational testing and inspection procedures, manufacturing system-testing procedures, test equipment operation and maintenance, and report preparation.

ENGR Engineering (Bachelor of Science)

Admission to ECU engineering is competitive, and students interested in an engineering career should apply as entering freshmen. The BS in engineering program produces graduates with unique skills that span several engineering disciplines with a focus on interdisciplinary problem solving and analysis. The program is composed of a general engineering core and four concentrations that build on this foundation. The concentrations cover emerging and fast-growing engineering fields and assure engineering career skills that are demanded by the global economy. ECU engineers pursue a range of career options in consulting, government, health care, and industry including engineering project managers, project designers, sales engineers, design engineers, technical supervisors, and group leaders.

Biomedical Engineering Concentration

Biomedical engineering focuses on the skills required for a career involving medical systems related to human health. The ECU program includes topics such as medical instrumentation, biological materials, and modeling in areas such as biomechanics and the physiological systems of the body. Biomedical engineers are prepared for broad career options including graduate study and medical school, careers in hospital and research operations, and careers in biomedical production and sales.

Bioprocess Engineering Concentration

One of the fastest-growing areas of regional and national manufacturing involves the processing and production of biological materials. Areas related to this include environmental remediation, pharmaceutical manufacturing, and food production. Students in the bioprocess engineering concentration are equipped with the technical background to design, operate, and improve these biologically oriented production and operations systems.

Engineering Management Concentration

The engineering management concentration focuses on the design, improvement and operation of technology management systems. These include project management systems, quality systems, logistic systems, and production planning and control systems. The primary goal is developing the skills required to manage and implement large-scale projects on budget and schedule by assuring the integration of engineering, technology, and operations.

Systems Engineering Concentration

Systems engineers analyze the intricate relationships of complex, technical systems by modeling factors such as component interactions, customer needs, and required system capabilities as an integrated problem. The growing field of systems engineering encompasses the design and management of the total system life cycle beginning with conceptual design and ending with system retirement. Systems engineers assure that technological components work together in an effective system that solves the problem and meets the customer's needs.

IDIS Industrial Distribution and Logistics (Bachelor of Science)

Industrial distribution and logistics represents professions in the workplace concerned with the movement and delivery of goods and services throughout the world. At ECU, this program provides a unique combination of course work that prepares students for successful careers in a range of challenging areas. Courses cover areas of this industry, including distribution and logistics, industrial sales, production planning, quality control, supply chain management, marketing, purchasing and procurement, warehousing and materials handling, inventory management, and others.

IENG Industrial Engineering Technology (Bachelor of Science)

The BS in industrial engineering technology degree will qualify you for multiple career choices. These include positions in production engineering, project engineering and management, quality assurance, quality control, inventory control, industrial supervision, and human resource development. With the knowledge acquired in this degree, students are in a unique position to pursue careers in process and productivity improvement in manufacturing and service areas, leading to higher management positions.

ITC1 Industrial Technology (Bachelor of Science)

This is a degree-completion curriculum designed for students who have been awarded a qualified associate in applied science (AAS) degree in an industrial, technology, or closely related field. This BS degree program has the flexibility to allow students to match a concentration to their specific career goals. Concentrations include architectural technology, mechanical technology, industrial distribution and logistics, information and computer technology, manufacturing systems, industrial supervision, or bioprocess manufacturing. The curriculum also has a strong emphasis on management, which allows the graduate to function well in either technical or decision-making career fields. You can complete this degree on campus or online.

ICTN Information and Computer Technology (Bachelor of Science)

Computer Networking Concentration

This program prepares students to design, implement, troubleshoot, and maintain systems of computers and computer networks. Additionally, students are prepared for upward mobility with basic management courses. By choosing free electives carefully, students may earn a minor in industrial supervision or a minor in business administration without taking additional courses. The computer networking concentration places emphasis on the design, implementation, and troubleshooting of intra- and inter-networks. Advanced routing, switching, remote access, and network troubleshooting are covered in depth.

Information Security Concentration

This program prepares students to design, implement, troubleshoot, and maintain systems of computers and computer networks. Additionally, students are prepared for upward mobility with basic management courses. By choosing free electives carefully, students may earn a minor in industrial supervision or a minor in business administration without taking additional courses. The information security concentration places emphasis on the integrity, availability, confidentiality, and privacy of secure transmission and storage of information.

Information Technology Concentration

This program prepares students to design, implement, troubleshoot, and maintain systems of computers and computer networks. Additionally, students are prepared for upward mobility with basic management courses. By choosing free electives carefully, students may earn a minor in industrial supervision or a minor in business administration without taking additional courses. The information technology concentration places emphasis on a wide breadth of related material, preparing students for a wide range of IT-related responsibilities.

Academic Advising and Support Center

000 Undecided

You are not alone. Many students who enroll at East Carolina University are uncertain as to their intended major. ECU has a group of very talented professional advisors in the Academic Advising and Support Center who will help you choose courses that can apply to many different degree programs. You will meet with these advisors for help with your future decisions about a major. Regardless of the major you choose, the Academic Advising and Support Center can assist you on your way to your degree.

Career Exploration

The first thing people ask after you have told them you are going to college is, “What are you going to major in?” Believe it or not, many begin college without having a major in mind. Even though declaring a major is one of the first milestones on one’s career path, being “undecided” is very normal. It is also common for students to decide that they want to change majors during their college career.

It is important for undecided students to take steps toward deciding on a major. In other words, it is okay to be undecided, but it is not okay to do nothing about it. Selecting a major involves compiling and analyzing information about yourself, majors, and careers.

Ask yourself these questions:

- What do I want to do?
- What do I do well, and what are my abilities?
- What comes naturally to me?
- What are my values?
- What skills do I have?

Choosing a major is not a decision to be taken lightly. Your major in school has a direct relationship with the career you pursue after college. This decision should be based on identifying three things: (1) The careers that interest you. (2) The field or workplace setting where you want to do that work. (3) The key skills you will need in this career.

Listed below, you will find some online resources to assist you in answering the above statements. These Web sites provide resources to help give you a better understanding how the training you are receiving relates to the world of work and links to information on careers and employers:

<http://www.ecu.edu/e3careers>
<http://www.ecu.edu/aec>
<http://online.onetcenter.org>
<http://stats.bls.gov>

In addition, you will find a variety of free assessment tools to help you explore your options, research appropriate careers, and select college majors leading to those careers on the Assessment Resources Page on the ECU Career Center Web site at www.ecu.edu/e3careers/forstudents.exploration.assessment.asp.

Here are some other things you can do to assist with career and major decision-making:

- Conduct an informational interview by talking to someone who is doing what you think you would like to do. Ask them questions about their profession.
- Use this booklet to narrow down your options by crossing out any majors you know you will not pursue.
- Go to www.ecu.edu/advising and search for more information about majors of which you have an interest.
- Go to the ECU ***Undergraduate Catalog*** online at www.ecu.edu and read course descriptions to see which appeal to you. Find the major that incorporates those classes.
- For additional assistance, contact the Academic Advising and Support Center at 252-328-6001 or by e-mail at uadv@ecu.edu; the Center for Academic Enrichment and Allied Health at 252-328-2645; or the Career Center at 800-391-0506 (toll free) or by e-mail at career@ecu.edu.

Academic Majors by Career Interest Area



Once you get to college, you may feel pressured to hurry and make a decision about your career goals. Actually, your first step is to consider your academic major. While this may seem a daunting task, please understand that decision-making is a process beginning with increased self-awareness, identifying academic majors and career alternatives, gaining insight into skills necessary for each option, and deciding on your academic major.

This section intends to offer ECU academic majors listed under broad areas of career interests. However, this is only one combination and it should be pointed out that each academic major could be classified under different areas of career interests. Page numbers of the major descriptions are included for your convenience.

CREATIVE ARTS: Majors in this area are for those who have talent, creativity, and innovative abilities in areas such as art, music, writing, performing, etc.

| | |
|------------------------------|----|
| Art | 12 |
| Art History and Appreciation | 14 |
| Communication | 15 |
| Dance | 16 |
| Dance Education | 16 |
| Interior Design | 18 |
| Music | 15 |
| Music Education | 15 |
| (Music) Performance | 15 |
| Music Therapy | 15 |
| Musical Theatre | 16 |
| Theatre Arts | 16 |

ENTERPRISING: Majors in this area are for those who are interested in working in a business or corporate environment and who typically want to work with people to achieve corporate or financial goals.

| | |
|--|----|
| Accounting | 9 |
| Construction Management | 20 |
| Economics | 6 |
| Finance | 10 |
| Health Information Management | 9 |
| Health Services Management | 9 |
| Hospitality Management | 19 |
| Industrial Distribution and Logistics | 20 |
| Industrial Engineering Technology | 21 |
| Information Technologies | 11 |
| Management | 10 |
| Management Information Systems | 10 |
| Management of Recreation Facilities and Services | 18 |
| Marketing | 11 |
| Merchandising | 19 |
| Urban and Regional Planning | 9 |

GENERAL STUDIES: Majors in this area are for those who wish to broaden their abilities to learn, inquire, and attain knowledge necessary for their success in their chosen profession.

| | |
|--------------------------------------|---|
| African and African American Studies | 6 |
| Anthropology | 6 |
| English | 6 |
| French Studies | 6 |
| Geography | 7 |
| German Studies | 7 |
| Hispanic Studies | 7 |
| History | 7 |
| Mathematics | 7 |
| Multidisciplinary Studies | 7 |
| Philosophy | 8 |
| Political Science | 8 |
| Psychology | 8 |
| Sociology | 8 |
| Women's Studies | 9 |

HEALTH PROFESSIONS: Majors in this area are for those who are interested in working in the medical and allied health fields and wish to work toward promoting physical health and wellness.

| | |
|--------------------------------|----|
| Athletic Training | 17 |
| Child Life | 18 |
| Clinical Laboratory Science | 9 |
| Environmental Health | 17 |
| Exercise Physiology | 17 |
| Exercise and Sport Science | 17 |
| Health Education and Promotion | 17 |
| Health Information Management | 9 |
| Health Services Management | 17 |
| Health Fitness Specialist | 19 |
| Nursing | 19 |
| Nutrition and Dietetics | 19 |

| | |
|-----------------------------|----|
| Rehabilitation Services | 9 |
| Speech and Hearing Sciences | 9 |
| Social Work | 19 |

HELPING PROFESSIONS: Majors in this area are for those who are interested in developing the individual through counseling, advising, and support.

| | |
|-------------------------------|----|
| Criminal Justice | 18 |
| Family and Community Services | 18 |
| Music Therapy | 15 |
| Psychology | 8 |
| Nursing | 19 |
| Recreational Therapy | 18 |
| Rehabilitation Services | 9 |
| Social Work | 19 |

SCIENTIFIC: Majors in this area are for those who are interested in researching and investigating problems using scientific methods.

| | |
|-----------------------------|----|
| Biology | 6 |
| Biochemistry | 6 |
| Chemistry | 6 |
| Clinical Laboratory Science | 9 |
| Computer Science | 19 |
| Engineering | 20 |
| Geography | 7 |
| Geology | 7 |
| Physics | 8 |

TEACHING: Majors in this area are for those who want to work in an educational environment to promote the learning of others.

| | |
|---|----|
| Art Education | 14 |
| Birth Through Kindergarten Teacher Education | 18 |
| Business Education | 11 |
| Business and Marketing Education | 12 |

| | |
|---|----|
| Dance Education | 16 |
| Elementary Education | 11 |
| English, Secondary Education | 11 |
| Family and Consumer Sciences Education | 18 |
| French (Education) | 6 |
| German (Education) | 7 |
| Health Education | 17 |
| Hispanic Studies Education | 7 |
| History, Secondary Education | 11 |
| Marketing Education | 12 |
| Mathematics, Secondary Education | 12 |
| Middle Grades Education | 12 |
| Music Education | 15 |
| Physical Education: Teacher Preparation | 17 |
| School Health Education | 17 |
| Science, Secondary Education | 12 |
| Special Education, Adapted Curriculum | 12 |
| Special Education, General Curriculum | 12 |
| Theatre Arts Education | 16 |

TECHNOLOGY: Majors in this area are those who want to work with information technology, computer-related fields, or apply technology to various occupations.

| | |
|--|----|
| Computer Science | 19 |
| Construction Management | 20 |
| Design | 20 |
| Engineering | 20 |
| Geography | 7 |
| Industrial Distribution and Logistics | 20 |
| Industrial Engineering Technology | 21 |
| Industrial Technology | 21 |
| Information and Computer Technology | 21 |
| Information Technologies (Nonteaching) | 11 |
| Management Information Systems | 10 |
| Urban and Regional Planning | 9 |



Health or Law Careers that Require Graduate or Professional School



Many students aspire for health or law careers that require them to go to school beyond the undergraduate degree level. If you are one of those students, please complete this form and return it with the Intended Majors card.

By completing this form you are notifying ECU that you are interested in one of these careers. Your contact information will be used to inform you of programs and workshops that will help prepare you for application to graduate, medical, or law school.

REMEMBER: These careers are NOT majors. They are careers that will require advanced study after you have received your bachelor's degree in one of the majors listed in this booklet.

First Name _____

Middle Name _____

Last Name _____

Home Address (City, State, Zip) _____

Home Phone _____

Cell Phone _____

ECU Major You Have Selected or Are Considering _____

Check your future profession. You may choose more than one.

- | | |
|---|--|
| <input type="checkbox"/> Dentist | <input type="checkbox"/> Pharmacist |
| <input type="checkbox"/> Lawyer | <input type="checkbox"/> Physical Therapist |
| <input type="checkbox"/> Medical Doctor/Surgeon | <input type="checkbox"/> Physician Assistant |
| <input type="checkbox"/> Occupational Therapist | <input type="checkbox"/> Podiatrist |
| <input type="checkbox"/> Optometrist | <input type="checkbox"/> Veterinarian |

After completing this form, detach it and return it with your Intended Majors card in the envelope that has been provided.



Notes



East Carolina University is committed to equality of educational opportunity and does not discriminate against applicants, students, or employees based on race, color, national origin, religion, gender, age, creed, sexual orientation, or disability. An equal opportunity/affirmative action university, which accommodates the needs of individuals with disabilities.

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Tomorrow starts here.



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