



FALL 2024 ACADEMIC PATHWAYS (FINAL)



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Pathway: Interdisciplinary Pathway in Integrated Digital Marketing

Purpose

The Integrated Digital Marketing pathway is designed to equip students with a comprehensive understanding of digital marketing strategies and tools, consumer behavior, and the principles of effective communication. This interdisciplinary program combines courses from business, psychology, and mass communications to prepare students for successful careers in the dynamic field of digital marketing.

Career Outcomes

- Digital Marketing Specialist
- Social Media Manager
- Content Strategist
- SEO/SEM Specialist
- Digital Advertising Analyst
- Brand Manager
- Market Research Analyst
- Public Relations Specialist

10-Course Academic Pathway

1. **BUS 301 - Principles of Marketing** (3 semester hours)
 - Introduction to the fundamentals of marketing, including market research, consumer behavior, product development, pricing strategies, promotion, and distribution.
2. **BUS 305 - Digital Marketing** (3 semester hours)
 - Covers digital marketing strategies and tools, including SEO, SEM, social media marketing, email marketing, and web analytics.
3. **BUS 403 - Marketing Research** (3 semester hours)
 - Focuses on research methods used to gather, analyze, and interpret data relevant to marketing decision-making.
 - *Prerequisite:* BUS 301
4. **BUS 406 - Strategic Marketing Management** (3 semester hours)
 - Emphasizes the development and implementation of marketing strategies and plans.
 - *Prerequisite:* BUS 301
5. **COMM 305 - Introduction to Mass Communications** (3 semester hours)
 - Overview of the mass communications field, including media history, media effects, and the role of media in society.
6. **COMM 315 - Social Media Strategies** (3 semester hours)
 - Examines the use of social media platforms for communication, branding, and marketing purposes. Focuses on content creation, audience engagement, and analytics.
7. **COMM 405 - Content Creation and Management** (3 semester hours)
 - Focuses on creating and managing digital content for various platforms, including blogs, websites, and social media.
 - *Prerequisite:* COMM 305
8. **PSYC 305 - Consumer Psychology** (3 semester hours)
 - Study of psychological principles and theories related to consumer behavior and decision-making processes.

9. **PSYC 310 - Social Psychology** (3 semester hours)
 - Examination of how social influences affect individual behavior, including topics such as attitude formation, persuasion, and group dynamics.
10. **COMM 420 - Media Ethics and Law** (3 semester hours)
 - Exploration of ethical issues and legal regulations in the media industry, focusing on digital and social media contexts.
 - *Prerequisite:* COMM 305

These courses provide a well-rounded education in integrated digital marketing, combining essential marketing principles with insights from psychology and mass communications. This pathway prepares students for various roles in the digital marketing industry

Pathway: Social Media Management and Content Creation

Purpose:

The Social Media Management and Content Creation pathway is designed to equip students with the skills and knowledge needed to excel in the rapidly growing fields of social media and digital content. This pathway focuses on strategic communication, digital marketing, content creation, and the use of digital tools to engage and grow audiences effectively.

Career Outcomes:

- Social Media Manager
- Content Creator
- Digital Marketing Specialist
- Brand Manager
- Online Community Manager
- Digital Strategist
- Marketing Communications Specialist
- Influencer Marketing Manager

10-Course Academic Pathway

1. **COMM 305 - Digital Communication**
 - **Description:** Explores the impact of digital media on communication practices, including the use of social media platforms, digital storytelling, and online engagement strategies.
2. **COMM 310 - Public Relations**
 - **Description:** Introduction to public relations theories and practices, focusing on media relations, strategic communication, and campaign planning.
3. **MKTG 301 - Principles of Marketing**
 - **Description:** Fundamental principles of marketing, including market research, consumer behavior, and strategic planning.
4. **MKTG 340 - Digital Marketing**
 - **Description:** Examines digital marketing strategies, including SEO, SEM, email marketing, and social media marketing. Focuses on analytics and ROI measurement.
5. **COMM 345 - Multimedia Content Creation**
 - **Description:** Hands-on course in creating multimedia content for various platforms, including video, audio, and graphic design. Emphasizes storytelling and brand alignment.
6. **MKTG 350 - Social Media Marketing**
 - **Description:** Focuses on developing and implementing social media strategies, content planning, community engagement, and analytics.
7. **COMM 360 - Content Strategy**
 - **Description:** Develops skills in creating, managing, and optimizing content across digital platforms. Emphasizes audience analysis and content performance metrics.
8. **COMM 410 - Advanced Public Relations**
 - **Description:** Advanced study of public relations practices, including crisis communication, media training, and advanced campaign strategies.
9. **MKTG 450 - Marketing Analytics**
 - **Description:** Introduces students to the tools and techniques used to analyze marketing data, including social media metrics, web analytics, and customer insights.
10. **COMM 460 - Capstone in Digital Communication**

- **Description:** Integrative course that requires students to develop a comprehensive digital communication strategy for a real or hypothetical client, incorporating social media, content creation, and digital marketing tactics.

These courses provide a comprehensive education in social media management and content creation, preparing students for various roles within the digital marketing and communications fields.

Pathway: Applied Humanities

Purpose:

The Applied Humanities pathway aims to develop students' critical thinking, writing, ethical reasoning, and understanding of social and cultural contexts. This interdisciplinary program integrates courses from various humanities and social sciences disciplines to prepare students for diverse careers requiring analytical, communicative, and ethical skills.

Career Outcomes:

- Policy Analyst
- Communications Specialist
- Cultural Advisor
- Educator
- Public Relations Manager
- Ethics Consultant
- Community Development Specialist

10-Course Academic Pathway

1. **ENGL 301 - Advanced Composition** (3 semester hours)
 - Focuses on refining students' writing skills, emphasizing clarity, coherence, and argumentation. Includes research-based writing and critical analysis of texts.
2. **PHIL 310 - Ethics and Society** (3 semester hours)
 - Examination of major ethical theories and their application to contemporary social issues such as justice, human rights, and environmental ethics.
3. **SOC 320 - Social Theory** (3 semester hours)
 - Analysis of classical and contemporary sociological theories, exploring the works of key theorists and their impact on understanding social structures and processes.
4. **HIST 330 - Modern European History** (3 semester hours)
 - Study of significant events, movements, and figures in European history from the 19th century to the present, focusing on political, social, and cultural transformations.
5. **ART 340 - Art and Society** (3 semester hours)
 - Exploration of the relationship between art and society, examining how art reflects and influences cultural, social, and political contexts.
6. **PHIL 350 - Philosophy of Art** (3 semester hours)
 - Investigation of philosophical questions related to art and aesthetics, including the nature of beauty, the role of the artist, and the interpretation of artistic works.
7. **ENGL 401 - Writing for Social Change** (3 semester hours)
 - Advanced writing course focused on using written communication to advocate for social change, including rhetorical strategies and public engagement.
8. **SOC 410 - Advanced Sociological Research Methods** (3)

Pathway: Interdisciplinary Pathway in Health, Wellness, and Fitness Management

Purpose

The Health, Wellness, and Fitness Management pathway is designed to equip students with the knowledge and skills needed to promote and manage health and wellness programs. This interdisciplinary pathway integrates courses from nutrition, psychology, and fitness to provide a comprehensive understanding of health and wellness from multiple perspectives. Graduates will be prepared to work in various settings including corporate wellness, community health organizations, fitness centers, and healthcare facilities.

Career Outcomes

- Wellness Program Coordinator
- Fitness Manager
- Health Coach
- Corporate Wellness Specialist
- Community Health Educator
- Nutrition Consultant
- Health Promotion Specialist
- Personal Trainer
- Rehabilitation Specialist
- Public Health Administrator

10-Course Academic Pathway

1. **HPER 170 - Health and Wellness**
 - a. This course is designed to help participants establish lifestyles that can lead to better health, encompassing all aspects of an individual's well-being including physical, mental, and social health.
2. **DIET 210 - Introduction to Human Nutrition**
 - a. An introductory course providing the basic principles of human nutrition covering topics of macro/micro-nutrient interactions, metabolism, and energy balance. This course requires a technology-based nutrient analysis project.
 - b. **Prerequisite:** BIOL 120 w/lab or equivalent
3. **DIET 311 - Nutrition Through the Lifecycle**
 - a. A study of the nutritional requirements at different stages of the life span and the factors which influence eating patterns. Emphasis is placed on life cycle nutritional assessment and nutritional planning.
 - b. **Prerequisite:** DIET 210
4. **PHED 224 - Fitness Program Management**
 - a. Focuses on the economic and administration of programs within the fitness industry. Principles include administrative and theoretical aspects of designing, managing, marketing, and promoting a health-fitness facility.
5. **PHED 226 - Principles of Fitness Instruction**
 - a. This course focuses on developing knowledge to plan and implement group fitness classes as well as personal training sessions. Topics include risk management, exercise plans, and training special populations.
6. **PSYC 214 - Social Psychology**

- a. An introduction to the current concepts and theories that attempt to explain the behavior of the individual in society. Major topics include culture and personality, social roles, leadership, prejudice, and propaganda.
7. **HLTH 340 - Community Health**
 - a. This course explores resources existing in governmental and voluntary organizations for working with nutrition problems. It includes the study of the legislative process and historic and current nutrition legislation.
8. **HLTH 343 - Cultural Diversity in Health Counseling**
 - a. Focuses on the importance of understanding cultural diversity in health counseling, addressing the unique health needs and challenges of diverse populations.
9. **PHED 403 - Physiology of Exercise (3 semester hours)**
 - a. Provides an understanding of the physiological aspects of physical activity and fitness. Includes fitness assessments and the application of exercise physiology.
10. **PHED 407 - Sport Psychology (3 semester hours)**
 - a. Covers the theoretical and empirical foundations of sport psychology, including personality, motivation, anxiety, and the psychological aspects of sports and physical activity.
11. **HLTH 450 - Instructional Strategies for Health Education (3 semester hours)**
 - a. Focuses on innovative strategies for teaching health education at different educational levels. Topics include personal health, fitness, mental health, and disease prevention.

These courses create a well-rounded interdisciplinary pathway that prepares students for various roles in health, wellness, and fitness management.

Pathway: Interdisciplinary Music, Media, and Technology Management

Purpose:

The interdisciplinary pathway in Music, Media, and Technology Management aims to equip students with a comprehensive understanding of the intersection between music, media, and technology. This program is designed for those interested in pursuing careers in the dynamic and evolving fields of music production, media management, and technology integration. Students will gain skills in music theory, audio production, media technologies, and business management, preparing them for a variety of roles in the entertainment and media industries.

Career Outcomes:

- Music Producer
- Media Manager
- Audio Engineer
- Technology Integration Specialist
- Entertainment Business Manager
- Sound Designer
- Media Content Creator
- Digital Media Specialist
- Recording Studio Manager
- Music Technologist

10-Course Academic Pathway

1. **COMM 202: Introduction to Media Technology**
 - Orientation to essential computer skills for today's digital environment in mass communications, including digital editing software for audio, images, and video.
2. **MUSI 294: Introduction to the Recording Studio**
 - An overview of modern recording production, including digital audio technology, MIDI, and basic sampling and synthesis techniques. Hands-on experience is required.
3. **COMM 331: Audio Production**
 - Study and practice of basic concepts, skills, and techniques involved in audio for broadcast and recording studios. Emphasis on digital audio editing and audio console controls.
4. **MUSI 357: Electronic Music**
 - Introduction to making music with digital audio workstations, synthesizers, samplers, and other software tools. Students explore popular genres and avant-garde approaches.
5. **COMM 342: Advanced Television Production**
 - Fundamentals of electronic field production and electronic news gathering. Emphasis on script development, visual aesthetics, and non-linear video editing techniques.
6. **MUSI 415: Music Business**
 - Survey of the changing landscape of the modern music industry. Topics include copyright law, royalties, entrepreneurship, and streaming.
7. **COMM 374: Communication Graphics**
 - Use of photo editing tools and typography to design layouts for print media and advertising. Includes basic knowledge of computer graphics software like Adobe Photoshop and InDesign.
8. **MUSI 425: Advanced Mixing**

- Examination of advanced signal processing techniques in a mixing context, including data backup, the mastering process, and master recording delivery.
9. **COMM 433: Advanced Audio Post**
- Further experience in the production of audio for visual media, focusing on recording, editing, and mixing sound effects, Foley, dialogue, and music.
10. **MUSI 292: Introduction to the Music Industry**
- Overview of the music industry, including music publishing, copyright, unions, performance rights, music licensing, recording production, and distribution.

This pathway provides a well-rounded education in the fields of music, media, and technology management, preparing students to excel in a variety of professional roles within the entertainment industry.

Restriction:

Modality: Face to Face Only

Pathway: Interdisciplinary Pathway in Human Resource Management

Purpose:

The Human Resource Management pathway aims to equip students with comprehensive knowledge and skills essential for managing human resources effectively in various organizational settings. This interdisciplinary program combines courses from business, psychology, and sociology to provide a holistic understanding of HR practices, organizational behavior, employee relations, and strategic management. Graduates will be prepared to handle recruitment, training, performance management, compensation, and employee development.

Career Outcomes:

- Human Resource Manager
- Recruitment Specialist
- Training and Development Manager
- Compensation and Benefits Manager
- Employee Relations Specialist
- HR Consultant
- Organizational Development Specialist
- Talent Acquisition Manager

10-Course Academic Pathway

1. **MGMT 300 - Organization and Management**
 - **Description:** An overview of managing organizations with emphasis on management processes, human behavior, and applications to real-world challenges.
 - **Level:** 300
2. **MGMT 330 - Organizational Behavior and Leadership**
 - **Description:** In-depth study of behaviors of individuals and groups in organizations, focusing on motivation, leadership, communication, and change management.
 - **Level:** 300
3. **MGMT 340 - Human Resource Management**
 - **Description:** Covers basic principles of managing the workforce, including recruitment, training, performance evaluation, and compensation.
 - **Level:** 300
4. **PSYC 331 - Industrial-Organizational Psychology**
 - **Description:** Examines psychological principles and research applied to the workplace, including employee selection, performance appraisal, and work motivation.
 - **Level:** 300
5. **SOC 350 - Sociology of Work**
 - **Description:** Analyzes the social organization of work, labor markets, occupational roles, and the impact of technology on work.
 - **Level:** 300
6. **MGMT 371 - Business Law**
 - **Description:** In-depth coverage of business law topics, including selected articles of the Uniform Commercial Code and employment law.
 - **Level:** 300

7. **PSYC 440 - Psychology of Leadership**
 - **Description:** Examines leadership theories and practices from a psychological perspective, including traits, behaviors, and situational factors that influence leadership effectiveness.
 - **Level:** 400
8. **MGMT 464 - Employment Laws and Policies**
 - **Description:** Critical review of current laws and policies dealing with employment dynamics, including HR acquisition, development, and compensation.
 - **Level:** 400
9. **MGMT 466 - Compensation Management**
 - **Description:** Principles and factors involved in designing and implementing effective compensation systems.
 - **Level:** 400
10. **MGMT 470 - Human Resources Planning and Development**
 - **Description:** Surveys concepts and techniques for determining HR requirements and methods for workforce acquisition, training, and development.
 - **Level:** 400

These courses collectively build a foundation in human resource management, organizational behavior, leadership psychology, and the sociological aspects of work, preparing students for diverse roles in HR and related fields.

Pathway: Interdisciplinary Pathway in Organizational Leadership

Purpose:

The Organizational Leadership pathway is designed to develop students' abilities to lead and manage organizations effectively. This interdisciplinary program combines courses from business, psychology, sociology, and communications to provide a comprehensive understanding of leadership principles, organizational behavior, communication, strategic management, decision-making, and ethics. Graduates will be equipped to take on leadership roles in various organizational settings, driving positive change and enhancing organizational performance.

Career Outcomes:

- Organizational Development Specialist
- Leadership Consultant
- Strategic Planning Manager
- Training and Development Manager
- Project Manager
- Executive Coach
- Corporate Trainer
- Public Relations Manager

10-Course Academic Pathway

1. **MGMT 300 - Organization and Management**
 - **Description:** An overview of managing organizations with emphasis on management processes, human behavior, and applications to real-world challenges.
 - **Level:** 300
2. **MGMT 330 - Organizational Behavior and Leadership**
 - **Description:** In-depth study of behaviors of individuals and groups in organizations, focusing on motivation, leadership, communication, and change management.
 - **Level:** 300
3. **MGMT 450 - Strategic Management**
 - **Description:** Focuses on the formulation and implementation of business strategies. Topics include competitive analysis, strategic planning, and organizational performance.
 - **Level:** 400
4. **PSYC 331 - Industrial-Organizational Psychology**
 - **Description:** Examines psychological principles and research applied to the workplace, including employee selection, performance appraisal, and work motivation.
 - **Level:** 300
5. **SOC 350 - Sociology of Work**
 - **Description:** Analyzes the social organization of work, labor markets, occupational roles, and the impact of technology on work.
 - **Level:** 300
6. **COMM 401 - Advanced Public Speaking**
 - **Description:** Develops advanced skills in public speaking, including speech writing, delivery techniques, and audience analysis.
 - **Level:** 400

7. **PSYC 440 - Psychology of Leadership**
 - **Description:** Examines leadership theories and practices from a psychological perspective, including traits, behaviors, and situational factors that influence leadership effectiveness.
 - **Level:** 400
8. **MGMT 460 - Business Ethics**
 - **Description:** Explores ethical issues in business, including corporate social responsibility, ethical decision-making, and the impact of ethics on business operations.
 - **Level:** 400
9. **MGMT 470 - Human Resources Planning and Development**
 - **Description:** Surveys concepts and techniques for determining HR requirements and methods for workforce acquisition, training, and development.
 - **Level:** 400
10. **MGMT 480 - Decision Making and Problem Solving**
 - **Description:** Focuses on decision-making processes and problem-solving strategies within organizational contexts, including analytical tools and techniques.
 - **Level:** 400

These courses collectively build a strong foundation in organizational leadership, combining knowledge from multiple disciplines to prepare students for diverse leadership roles in various organizational contexts.

Pathway: Interdisciplinary Pathway in Globalization and Global Studies

Purpose:

The Globalization and Global Studies pathway aims to provide students with a comprehensive understanding of global issues, international relations, and cultural dynamics. This interdisciplinary program combines courses from political science, business, sociology, history, and communications to equip students with the knowledge and skills needed to navigate and address the complexities of a globalized world. Graduates will be prepared for careers in international organizations, government agencies, non-profits, global businesses, and diplomatic services.

Career Outcomes:

- International Relations Specialist
- Global Business Consultant
- Diplomat
- International Development Worker
- Cultural Advisor
- Global Policy Analyst
- International Marketing Manager
- Foreign Service Officer
- NGO Program Manager
- Global Communications Specialist

10-Course Academic Pathway

1. **POLS 340 - International Relations**
 - **Description:** Examination of the theories and practices of international relations, including the roles of states, international organizations, and non-state actors.
 - **Level:** 300
2. **POLS 350 - Comparative Politics**
 - **Description:** Comparative analysis of political systems, institutions, and processes across different countries and regions.
 - **Level:** 300
3. **BUS 370 - International Business**
 - **Description:** Study of global business environments, international trade theories, global market strategies, and cross-cultural management.
 - **Level:** 300
4. **SOC 365 - Globalization and Society**
 - **Description:** Analysis of the social, economic, and political dimensions of globalization and their impacts on societies worldwide.
 - **Level:** 300
5. **HIST 360 - World History Since 1945**
 - **Description:** Examination of major global events and trends since World War II, including decolonization, the Cold War, and globalization.
 - **Level:** 300
6. **COMM 410 - Intercultural Communication**

- **Description:** Study of communication practices and challenges in a global context, focusing on cultural differences and intercultural competence.
 - **Level:** 400
7. **ECON 420 - International Economics**
- **Description:** Analysis of international economic issues, including trade, finance, and development, with a focus on policy implications.
 - **Level:** 400
8. **POLS 440 - Global Security Studies**
- **Description:** Examination of contemporary global security issues, including conflict, terrorism, and international cooperation for peace and security.
 - **Level:** 400
9. **SOC 455 - Transnational Social Movements**
- **Description:** Study of social movements that cross-national borders, their causes, strategies, and impacts on global politics and societies.
 - **Level:** 400
10. **BUS 480 - Global Strategic Management**
- **Description:** Exploration of strategic management practices in a global context, including multinational enterprises, global competition, and strategic alliances.
 - **Level:** 400

These courses provide a well-rounded education in globalization and global studies, preparing students to engage with and address the challenges and opportunities of a rapidly changing global environment.

Pathway: Interdisciplinary Pathway in Entrepreneurship

Purpose:

The Entrepreneurship pathway is designed to equip students with the knowledge and skills necessary to start, manage, and grow their own businesses. This interdisciplinary program combines courses from business, social sciences, technology, and communications to provide a well-rounded education in entrepreneurship. Graduates will be prepared to navigate the challenges of starting a new venture, understand market dynamics, leverage technology, and effectively communicate their ideas.

Career Outcomes:

- Entrepreneur
- Small Business Owner
- Business Consultant
- Startup Advisor
- Product Manager
- Innovation Manager
- Marketing Manager
- Venture Capital Analyst

10-Course Academic Pathway

1. **BUS 301 - Principles of Management**
 - **Description:** An overview of management principles, including planning, organizing, leading, and controlling within organizations.
 - **Level:** 300
2. **BUS 305 - Principles of Marketing**
 - **Description:** Covers the fundamental concepts of marketing, including market research, consumer behavior, product development, and marketing strategies.
 - **Level:** 300
3. **BUS 320 - Entrepreneurial Finance**
 - **Description:** Focuses on financial issues faced by entrepreneurs, including funding strategies, financial planning, and investment analysis.
 - **Level:** 300
4. **SOC 360 - Sociology of Entrepreneurship**
 - **Description:** Examines the social and cultural factors that influence entrepreneurial behavior and the creation of new ventures.
 - **Level:** 300
5. **PSYC 370 - Psychology of Entrepreneurship**
 - **Description:** Studies the psychological traits, motivations, and behaviors of entrepreneurs, including risk-taking and decision-making processes.
 - **Level:** 300
6. **TECH 340 - Technology and Innovation**
 - **Description:** Explores the role of technology in driving innovation and creating new business opportunities. Topics include emerging technologies, innovation management, and tech-driven business models.

- **Level:** 300
- 7. **COMM 401 - Advanced Public Speaking**
 - **Description:** Develops advanced skills in public speaking, including speech writing, delivery techniques, and audience analysis, essential for pitching business ideas.
 - **Level:** 400
- 8. **BUS 450 - Strategic Management**
 - **Description:** Focuses on the formulation and implementation of business strategies, competitive analysis, and organizational performance.
 - **Level:** 400
- 9. **BUS 470 - Entrepreneurship and New Venture Creation**
 - **Description:** Covers the process of creating and launching a new business, including opportunity recognition, business planning, and resource allocation.
 - **Level:** 400
- 10. **TECH 480 - Digital Marketing and Analytics**
 - **Description:** Examines the principles and practices of digital marketing, including social media strategies, online advertising, and data analytics to drive business growth.
 - **Level:** 400

These courses collectively build a strong foundation in entrepreneurship, combining knowledge from multiple disciplines to prepare students for the challenges and opportunities of starting and managing their own businesses.

Pathway: Interdisciplinary Pathway in Hospitality Management

Purpose:

The Hospitality Management pathway is designed to provide students with a comprehensive understanding of the hospitality industry, combining knowledge from hospitality, business, communication, entrepreneurship, and ethics. This interdisciplinary program prepares graduates to manage and lead in various hospitality settings, including hotels, restaurants, event planning, and tourism. Students will develop skills in service management, strategic planning, communication, and ethical decision-making.

Career Outcomes:

- Hotel Manager
- Restaurant Manager
- Event Planner
- Tourism Manager
- Hospitality Consultant
- Food and Beverage Director
- Sales and Marketing Manager in Hospitality
- Resort Manager

10-Course Academic Pathway

1. **HOSP 301 - Introduction to Hospitality Management**
 - **Description:** An overview of the hospitality industry, including the history, current trends, and future challenges. Covers various sectors such as lodging, food service, and tourism.
 - **Level:** 300
2. **HOSP 310 - Hotel Operations Management**
 - **Description:** Focuses on the management of hotel operations, including front office, housekeeping, maintenance, and security. Emphasizes efficient management practices and guest satisfaction.
 - **Level:** 300
3. **HOSP 320 - Restaurant and Food Service Management**
 - **Description:** Covers the principles and practices of managing restaurants and food service operations. Topics include menu planning, food safety, and cost control.
 - **Level:** 300
4. **BUS 305 - Principles of Marketing**
 - **Description:** Covers the fundamental concepts of marketing, including market research, consumer behavior, product development, and marketing strategies. Relevant to promoting hospitality services.
 - **Level:** 300
5. **COMM 301 - Business Communication**
 - **Description:** Develops skills in business communication, including writing, presentations, and interpersonal communication. Focuses on communication within the hospitality context.
 - **Level:** 300

6. **HOSP 410 - Event Planning and Management**
 - **Description:** Explores the principles of event planning and management, including organizing corporate events, weddings, and conferences. Emphasizes logistical planning and coordination.
 - **Level:** 400
7. **BUS 450 - Strategic Management**
 - **Description:** Focuses on the formulation and implementation of business strategies. Topics include competitive analysis, strategic planning, and organizational performance within the hospitality industry.
 - **Level:** 400
8. **HOSP 430 - Hospitality Sales and Marketing**
 - **Description:** Examines the unique aspects of sales and marketing in the hospitality industry. Topics include sales techniques, revenue management, and customer relationship management.
 - **Level:** 400
9. **ETHC 450 - Business Ethics**
 - **Description:** Explores ethical issues in business, including corporate social responsibility, ethical decision-making, and the impact of ethics on business operations. Emphasizes ethical practices in hospitality management.
 - **Level:** 400
10. **ENTR 460 - Entrepreneurship and Innovation in Hospitality**
 - **Description:** Covers the process of creating and launching new ventures within the hospitality industry. Topics include opportunity recognition, business planning, and innovation in hospitality services.
 - **Level:** 400

These courses collectively build a strong foundation in hospitality management, combining knowledge from multiple disciplines to prepare students for diverse leadership roles in the hospitality industry.

Pathway: Interdisciplinary Pathway in Cybersecurity

Purpose:

The Cybersecurity pathway is designed to provide students with comprehensive knowledge and skills necessary to protect information systems, analyze security threats, and respond to cyber incidents. This interdisciplinary program combines courses from business, communication, criminal justice, technology, entrepreneurship, and ethics to offer a well-rounded education in cybersecurity. Graduates will be prepared to navigate the complexities of cybersecurity in various organizational settings, ensuring the integrity, confidentiality, and availability of information.

Career Outcomes:

- Cybersecurity Analyst
- Information Security Manager
- Network Security Engineer
- Cybersecurity Consultant
- IT Auditor
- Incident Response Specialist
- Ethical Hacker
- Chief Information Security Officer (CISO)

10-Course Academic Pathway

1. **TECH 310 - Introduction to Cybersecurity**
 - **Description:** An overview of cybersecurity principles, including threat landscapes, security frameworks, and defensive measures.
 - **Level:** 300
2. **BUS 305 - Principles of Information Systems**
 - **Description:** Covers the fundamental concepts of information systems, focusing on the role of technology in supporting business operations and decision-making.
 - **Level:** 300
3. **CRJ 320 - Cybercrime and Digital Forensics**
 - **Description:** Examines cybercrimes, digital evidence collection, and forensic analysis techniques used in criminal investigations.
 - **Level:** 300
4. **COMM 301 - Communication in the Digital Age**
 - **Description:** Develops skills in digital communication, including online collaboration, information dissemination, and cyber communication strategies.
 - **Level:** 300
5. **ENTR 340 - Entrepreneurship in Technology**
 - **Description:** Focuses on entrepreneurial opportunities in the technology sector, including cybersecurity startups and innovation.
 - **Level:** 300
6. **TECH 410 - Network Security and Management**
 - **Description:** Covers the principles and practices of network security, including firewalls, intrusion detection systems, and secure network design.

- **Level:** 400
- 7. **ETHC 450 - Cyber Ethics and Policy**
 - **Description:** Explores ethical issues and policies related to cybersecurity, including privacy, surveillance, and ethical hacking.
 - **Level:** 400
- 8. **BUS 450 - Risk Management and Compliance**
 - **Description:** Focuses on identifying, assessing, and managing risks in information systems. Includes compliance with legal and regulatory requirements.
 - **Level:** 400
- 9. **TECH 420 - Advanced Cybersecurity Practices**
 - **Description:** In-depth study of advanced cybersecurity techniques, including encryption, penetration testing, and incident response.
 - **Level:** 400
- 10. **CRJ 450 - Legal Issues in Cybersecurity**
 - **Description:** Examines the legal aspects of cybersecurity, including laws, regulations, and legal responses to cyber incidents.
 - **Level:** 400

These courses collectively build a strong foundation in cybersecurity, combining knowledge from multiple disciplines to prepare students for the challenges and opportunities in protecting information systems and responding to cyber threats.

Pathway: Interdisciplinary Pathway in Sustainable Fashion and Brand Styling

Purpose:

The Sustainable Fashion and Brand Styling pathway is designed to equip students with comprehensive knowledge and skills in sustainable fashion practices, brand development, and styling. This interdisciplinary program combines courses from textile and apparel, business, communication, art, technology, entrepreneurship, and ethics to prepare graduates for innovative and ethical careers in the fashion industry.

Career Outcomes:

- Sustainable Fashion Designer
- Brand Stylist
- Fashion Entrepreneur
- Ethical Fashion Consultant
- Fashion Marketing Manager
- Textile and Apparel Production Manager
- Sustainable Product Developer
- Fashion Technologist

10-Course Academic Pathway

1. **TAMM 371 - Clothing Construction**
 - **Description:** This course is a study in the acquisition of construction skills and techniques necessary for transforming fabrics into apparel and/or home fashions.
 - **Level:** 300
 - **Prerequisite:** None
2. **TAMM 373 - Fashion Illustration and Computer Applications**
 - **Description:** This course provides an exploration of the tools and techniques used to communicate fashion through design, branding, and merchandising using both hand-drawn techniques and advanced computer software.
 - **Level:** 300
 - **Prerequisite:** TAMM 172
3. **TAMM 377 - Apparel Design**
 - **Description:** A specialized course designed to expose the TAMM major to advanced design techniques, including design conceptualization, flat pattern, and advanced level construction.
 - **Level:** 300
 - **Prerequisite:** TAMM 271, TAMM 272
4. **BUS 305 - Principles of Marketing**
 - **Description:** Covers the fundamental concepts of marketing, including market research, consumer behavior, product development, and marketing strategies.
 - **Level:** 300
 - **Prerequisite:** None
5. **COMM 401 - Advanced Public Speaking**
 - **Description:** Develops advanced skills in public speaking, including speech writing, delivery techniques, and audience analysis, essential for pitching fashion ideas and brands.

- **Level:** 400
- **Prerequisite:** COMM 201 or equivalent
- 6. **ART 315 - Advanced Studio: Fashion Design**
 - **Description:** An advanced studio course focusing on creative design in fashion, including sustainable practices and innovative materials.
 - **Level:** 400
 - **Prerequisite:** ART 210 or equivalent
- 7. **TAMM 479 - Fashion Promotion and Event Planning**
 - **Description:** This course examines the process of promotion and the promotion mix tools utilized by fashion companies, including planning and executing fashion events.
 - **Level:** 400
 - **Prerequisite:** TAMM 373
- 8. **TECH 340 - Technology and Innovation**
 - **Description:** Explores the role of technology in driving innovation and creating new business opportunities, with applications in fashion technology and sustainable production.
 - **Level:** 300
 - **Prerequisite:** None
- 9. **ENTR 460 - Entrepreneurship and Innovation in Fashion**
 - **Description:** Covers the process of creating and launching new ventures within the fashion industry, including opportunity recognition, business planning, and innovation in fashion services.
 - **Level:** 400
 - **Prerequisite:** BUS 305
- 10. **ETHC 450 - Business Ethics**
 - **Description:** Explores ethical issues in business, including corporate social responsibility, ethical decision-making, and the impact of ethics on business operations. Emphasizes ethical practices in fashion management.
 - **Level:** 400
 - **Prerequisite:** None

These courses collectively build a strong foundation in sustainable fashion and brand styling, combining knowledge from multiple disciplines to prepare students for the challenges and opportunities of creating and managing sustainable fashion brands.

Pathway: Interdisciplinary Pathway in Administration of Justice

Purpose:

The Administration of Justice pathway aims to provide students with a comprehensive understanding of the criminal justice system, focusing on ethics, psychology, technology, homeland security, and restorative justice. This interdisciplinary program prepares students for various careers in the justice system by offering a broad perspective on the causes of crime, criminal behavior, technological applications in criminal justice, and the ethical considerations in law enforcement and justice administration. Graduates will be well-equipped to pursue careers in law enforcement, corrections, legal studies, and public policy.

Career Outcomes:

- Law Enforcement Officer
- Corrections Officer
- Criminal Investigator
- Probation Officer
- Forensic Psychologist
- Legal Assistant
- Court Administrator
- Public Policy Analyst
- Homeland Security Specialist
- Risk Assessment Analyst

10-Course Academic Pathway

1. **CJUS 116 - Introduction to Criminal Justice**
 - **Description:** Provides an overview of the criminal justice system, including its history and major processes carried out by different agencies, such as arrest, adjudication, corrections, and release.
 - **Level:** 100 (prerequisite for advanced courses)
2. **CJUS 300 - Criminal Law**
 - **Description:** A study of the substantive criminal law, focusing on the elements of criminal offenses, defenses to criminal charges, and the classification of crimes.
 - **Prerequisite:** CJUS 116 - Introduction to Criminal Justice
 - **Level:** 300
3. **CJUS 310 - Criminal Justice Data Management**
 - **Description:** Emphasizes real-world data sets and management, including data analysis techniques relevant to criminal justice research.
 - **Prerequisite:** CJUS 210 - Introductory Statistics for Criminal Justice
 - **Level:** 300
4. **CJUS 330 - Criminal Investigation**
 - **Description:** Offers an introductory overview of major investigative procedures generally followed by local, national, and federal agencies.
 - **Prerequisite:** CJUS 116 - Introduction to Criminal Justice

- **Level:** 300
- 5. **TECH 340 - Technology and Innovation in Criminal Justice**
 - **Description:** Explores the role of technology in modern criminal justice, including the use of data analytics, forensic technologies, and information systems in law enforcement.
 - **Prerequisite:** CJUS 116 - Introduction to Criminal Justice or equivalent
 - **Level:** 300
- 6. **PSYC 340 - Abnormal Psychology**
 - **Description:** Examines the nature, causes, and treatment of abnormal behavior, including psychological disorders commonly encountered in the criminal justice system.
 - **Prerequisite:** PSYC 101 - Introduction to Psychology
 - **Level:** 300
- 7. **CJUS 410 - Ethics in Criminal Justice**
 - **Description:** An analysis of contemporary ethical issues in crime and justice, including policing, corrections, professionalism, and the use of force.
 - **Prerequisite:** CJUS 116 - Introduction to Criminal Justice
 - **Level:** 400
- 8. **PSYC 441 - Psychology of Leadership**
 - **Description:** Examines leadership theories and practices from a psychological perspective, including traits, behaviors, and situational factors that influence leadership effectiveness.
 - **Prerequisite:** PSYC 101 - Introduction to Psychology
 - **Level:** 400
- 9. **HSEC 400 - Homeland Security and Risk Assessment**
 - **Description:** Provides an overview of homeland security principles, focusing on risk assessment, threat analysis, and strategic planning for security measures.
 - **Prerequisite:** CJUS 116 - Introduction to Criminal Justice or equivalent
 - **Level:** 400
- 10. **CJUS 420 - Restorative Justice**
 - **Description:** Examines the principles and practices of restorative justice, focusing on repairing harm, restoring relationships, and integrating restorative practices into the criminal justice system.
 - **Prerequisite:** CJUS 116 - Introduction to Criminal Justice
 - **Level:** 400

This interdisciplinary pathway provides a robust education in the administration of justice, combining elements from criminal justice, psychology, ethics, technology, homeland security, and restorative justice. Students gain a deep understanding of the criminal justice system's operations, the psychological factors influencing crime and behavior, the technological advancements in the field, and the principles of homeland security and restorative justice, preparing them for a variety of careers in the justice system.

Pathway: Interdisciplinary Pathway in Urban Agriculture

Purpose:

The Urban Agriculture pathway is designed to provide students with a comprehensive understanding of sustainable agricultural practices in urban settings. This interdisciplinary program combines courses from agriculture, communications, ethics, sociology, and technology. Graduates will be prepared to address the challenges of food security, urban planning, and sustainable development in cities, with a focus on innovative agricultural practices and community engagement.

Career Outcomes:

- Urban Farmer
- Community Garden Coordinator
- Sustainable Agriculture Consultant
- Urban Planner
- Environmental Educator
- Food Security Specialist
- Agricultural Extension Agent
- Greenhouse Manager

10-Course Academic Pathway

1. **AGRI 300 - Urban Agriculture Systems**
 - **Description:** Overview of urban agriculture practices, including rooftop gardens, vertical farming, and community gardens.
 - **Prerequisite:** AGRI 140 - Introduction to Sustainable Agriculture and Society
 - **Level:** 300
2. **AGRI 310 - Soil and Water Management**
 - **Description:** Focuses on soil health and water management techniques essential for urban agriculture.
 - **Prerequisite:** AGRI 100 - General Earth Science
 - **Level:** 300
3. **AGRI 320 - Plant Production in Urban Environments**
 - **Description:** Techniques and strategies for growing plants in urban settings, including container gardening and hydroponics.
 - **Prerequisite:** AGRI 140 - Introduction to Sustainable Agriculture and Society
 - **Level:** 300
4. **COMM 301 - Business Communication**
 - **Description:** Develops skills in business communication, including writing, presentations, and interpersonal communication, with a focus on agricultural contexts.
 - **Level:** 300
5. **SOC 350 - Sociology of Food and Agriculture**
 - **Description:** Examines the social dynamics of food production and consumption, with a focus on urban environments and community impact.
 - **Prerequisite:** SOC 101 - Introduction to Sociology
 - **Level:** 300

6. **TECH 340 - Technology and Innovation in Agriculture**
 - **Description:** Explores the role of technology in modern agriculture, including data analytics, precision farming, and agricultural technologies suited for urban settings.
 - **Prerequisite:** AGRI 140 - Introduction to Sustainable Agriculture and Society
 - **Level:** 300
7. **ETHC 450 - Agricultural Ethics**
 - **Description:** Investigates ethical issues in agriculture, including sustainability, food justice, and the ethical treatment of workers and animals.
 - **Prerequisite:** AGRI 140 - Introduction to Sustainable Agriculture and Society
 - **Level:** 400
8. **AGRI 410 - Sustainable Food Systems**
 - **Description:** Study of food systems from production to consumption, emphasizing sustainability, food security, and urban agriculture's role in the food system.
 - **Prerequisite:** AGRI 300 - Urban Agriculture Systems
 - **Level:** 400
9. **AGRI 420 - Urban Farm Management**
 - **Description:** Management practices for urban farms, including planning, resource management, and community involvement.
 - **Prerequisite:** AGRI 320 - Plant Production in Urban Environments
 - **Level:** 400
10. **AGRI 430 - Community Engagement and Urban Agriculture**
 - **Description:** Strategies for engaging communities in urban agriculture projects, including educational programs, volunteer management, and collaboration with local organizations.
 - **Prerequisite:** AGRI 300 - Urban Agriculture Systems
 - **Level:** 400

This interdisciplinary pathway provides a robust education in urban agriculture, combining elements from agriculture, communications, sociology, technology, and ethics. Students gain a deep understanding of sustainable practices, community engagement, and technological innovations in urban farming, preparing them for a variety of careers in the growing field of urban agriculture.

Pathway: Interdisciplinary Pathway in Allied Health

Purpose:

The Allied Health pathway is designed to provide students with a comprehensive understanding of the healthcare field, focusing on the integration of communications, ethics, business, and technology. This interdisciplinary program prepares students for various careers in the allied health sector by offering a broad perspective on patient care, healthcare management, ethical decision-making, and technological advancements in healthcare.

Career Outcomes:

- Health Services Manager
- Clinical Research Coordinator
- Medical and Health Services Manager
- Health Information Manager
- Healthcare Consultant
- Patient Advocate
- Medical Office Manager
- Allied Health Educator

10-Course Academic Pathway

1. **HLTH 300 - Introduction to Allied Health Professions**
 - **Description:** Overview of various allied health professions, their roles in healthcare, and the skills required for success in the field.
 - **Prerequisite:** None
 - **Level:** 300
2. **BUS 305 - Principles of Management**
 - **Description:** An overview of management principles, including planning, organizing, leading, and controlling within healthcare organizations.
 - **Prerequisite:** None
 - **Level:** 300
3. **COMM 301 - Health Communications**
 - **Description:** Develops skills in communication specific to the healthcare setting, including patient-provider communication, health literacy, and public health campaigns.
 - **Prerequisite:** None
 - **Level:** 300
4. **ETHC 350 - Healthcare Ethics**
 - **Description:** Examines ethical issues in healthcare, including patient rights, confidentiality, end-of-life care, and ethical decision-making in clinical settings.
 - **Prerequisite:** None
 - **Level:** 300
5. **TECH 340 - Health Information Technology**

- **Description:** Explores the role of technology in healthcare, including electronic health records, telemedicine, and health information systems.
 - **Prerequisite:** None
 - **Level:** 300
6. **HLTH 400 - Health Services Management**
- **Description:** Focuses on the management of health services, including healthcare delivery systems, healthcare policy, and organizational behavior in healthcare settings.
 - **Prerequisite:** BUS 305 - Principles of Management
 - **Level:** 400
7. **COMM 401 - Advanced Health Communications**
- **Description:** Advanced communication skills for healthcare professionals, including conflict resolution, cultural competence, and communication strategies for diverse populations.
 - **Prerequisite:** COMM 301 - Health Communications
 - **Level:** 400
8. **ETHC 450 - Advanced Ethics in Healthcare**
- **Description:** In-depth analysis of complex ethical issues in healthcare, including genetic testing, reproductive ethics, and healthcare disparities.
 - **Prerequisite:** ETHC 350 - Healthcare Ethics
 - **Level:** 400
9. **BUS 410 - Healthcare Finance and Economics**
- **Description:** Introduction to financial management in healthcare organizations, including budgeting, financial analysis, and economic principles affecting healthcare.
 - **Prerequisite:** BUS 305 - Principles of Management
 - **Level:** 400
10. **HLTH 420 - Emerging Technologies in Healthcare**
- **Description:** Examination of emerging technologies in healthcare, such as artificial intelligence, robotics, and wearable health devices, and their impact on patient care and healthcare delivery.
 - **Prerequisite:** TECH 340 - Health Information Technology
 - **Level:** 400

This interdisciplinary pathway provides a robust education in allied health, combining elements from healthcare, communications, ethics, business, and technology. Students gain a deep understanding of healthcare management, ethical considerations, effective communication strategies, and technological advancements, preparing them for a variety of careers in the allied health sector.

Pathway: Pathway in Military Science*

Purpose:

The Military Science pathway is designed to equip students with the necessary knowledge and skills for leadership roles in military and defense sectors. This interdisciplinary program combines courses in military tactics, leadership, ethics, engineering applications, and military history. Graduates will be well-prepared for careers in the armed forces, defense contracting, intelligence analysis, and national security.

Career Outcomes:

- Military Officer
- Defense Analyst
- Intelligence Officer
- Military Strategist
- National Security Advisor
- Defense Contractor
- Homeland Security Specialist

8-Course Academic Pathway

1. **MSCI 301 - Military Tactics and Operations**
 - **Description:** Study of military tactics, operational planning, and execution. Includes field training exercises.
 - **Prerequisite:** None
 - **Level:** 300
2. **MSCI 302 - Advanced Military Tactics**
 - **Description:** Advanced study of military tactics and operations. Focus on complex tactical scenarios and leadership in high-stress environments.
 - **Prerequisite:** MSCI 301
 - **Level:** 300
3. **MSCI 30311 - Leadership and Communication Skills**
 - **Description:** Develops leadership and communication skills essential for effective military leadership. Includes practical exercises and case studies.
 - **Prerequisite:** MSCI 301
 - **Level:** 300
4. **MSCI 401 - Military Leadership and Ethics**
 - **Description:** Examination of ethical issues in the military. Includes case studies and discussions on ethical decision-making and leadership.
 - **Prerequisite:** MSCI 302
 - **Level:** 400
5. **MSCI 402 - Strategic Planning and Execution**
 - **Description:** Focuses on strategic planning processes, including mission analysis, resource allocation, and execution. Emphasizes leadership at the organizational level.

- **Prerequisite:** MSCI 401
- **Level:** 400
- 6. **MSCI 404 - Applied Leadership in Small Unit Operations**
 - **Description:** Emphasizes leadership in small unit operations, including planning, coordination, and execution of missions.
 - **Prerequisite:** MSCI 302
 - **Level:** 400
- 7. **GEEN 310 - Engineering Applications in Military Science**
 - **Description:** Focuses on the application of engineering principles to solve problems in military operations, including the design and implementation of military technologies.
 - **Prerequisite:** Basic engineering courses or instructor approval
 - **Level:** 300
- 8. **HIST 304 - Military History**
 - **Description:** Survey of significant military conflicts and developments throughout history. Analysis of strategies, outcomes, and historical impact.
 - **Prerequisite:** None
 - **Level:** 300

This pathway provides a robust education in military science, combining leadership training, tactical skills, ethical considerations, communication strategies, historical context, and engineering applications. Students gain the knowledge and skills necessary for effective leadership and decision-making in military and defense roles.

Restrictions:

- **Prerequisite Courses:** Must complete prerequisites for advanced courses as specified.
- **Level Requirements:** Must enroll in 300 and 400-level courses to ensure advanced understanding and specialization in the field.
- **Instructor Approval:** For certain courses like GEEN 310, instructor approval may be required if prerequisites are not explicitly met.
- **Restricted:** ROTC Cadets
- **Modality:** Face to Face only