



Major Profiles

◆ College of Business ◆

Accountancy

Do you like to know where the information is and how to use it to aid business decision-making? Does data analysis and interpretation interest you? Would you like to play an important decision-making role in a business enterprise? Are technical expertise, accuracy, and accountability important to you?

Accounting is the study recording the incomes and assets of a business for future reference. It's how business houses keep a tab of their incomes and assets over a given period of time.

Accounting involves the examination, organization, management and design of accurate recording and reporting procedures of financial and business transactions. Some major specializations include public accounting, tax accounting, cost accounting, government accounting, budget accounting and internal auditing.

Economics

Are you curious about the forces that affect our economic welfare? Would you like to help clean up the environment or deal with overpopulation and poverty? Would you enjoy helping businesses explore new markets? Are you curious about different economic theories and philosophies? Would you like to apply sophisticated mathematical and statistical techniques to the analysis of economic problems? Are you interested in international trade and finance? Would you like to know the fundamentals behind government economic policies?

Economics is the study of how people and societies use scarce resources to produce the things they want. Economic theory provides a framework for understanding economic issues, analyzing and predicting the likely effects of economic behavior and government policies, and formulating efficient and equitable solutions to pressing economic problems.

Finance

Are you interested in how money is managed within a business? Do you want to understand the complex ways money management and governmental regulations work? Do you want to develop personal and professional financial management skills?

Finance focuses on all aspects of money management, such as investment, collection, disbursement, borrowing, and fund-raising. These individuals prepare financial reports needed to conduct operations and to satisfy tax and regulatory requirements. Finance graduates also oversee the flow of cash and investments and develop information to assess the present and future financial status of an organization. UW-L offers a Risk, Insurance and Financial Planning concentration.

Information Systems

The term "information systems" covers a broad range of functions and activities. It generally refers to the computer systems and procedures for processing repetitive types of transactions, such as billing, managing payrolls, making airline reservations, recording bank deposits, indexing library books, scheduling a manufacturer's plant activities, and furnishing management with the information it needs to run its business. In the government, information systems includes processing Social Security payments, designing and controlling the equipment that sends astronauts to space, and planning and controlling military activities.

The importance of computers in this career field is immeasurable. This is because the technology that has been developed in recent years allows them to store and retrieve vast amounts of information, make logical decisions, and perform calculations with incredible speed and with progressively lower costs and space requirements.

International Business

The international business major at the University of Wisconsin-La Crosse was one of the first in the state with a focus on the global nature of business in the twenty-first century. The program was the outcome of an effort by faculty to address the long-term needs of businesses that operate in an international environment and also to contribute to students' development as citizens of an increasingly "global" world.

Students will also establish proficiency in another language. IB majors are required to have an out-of-country experience of at least three weeks' duration.

Management

Have you wondered how business operate and function the way they do? Are you interested in planning the day-to-day activities of a business? Do you find positively influencing others a strength of yours? Do you like making decisions and delegating tasks? Are you interested in managing budgets and allocating resources?

Management careers are found in many industries. The work of a business manager involves planning, directing, and coordinating the activities of a company. A manager also oversees the work of others by building cooperation and performance among workers. Individuals can train or specialize in a functional area such as accounting, marketing, finance, or human resources, and their work may involve skills in analyzing problems, making decisions, delegating assignments, training and supervising staff, budgeting and coordinating activities.

Marketing

"For every store window you browse, website banner you click on, or TV commercial you watch, there's someone behind the scenes who's manipulated these media in an attempt to win your business." (Gregory Beyer) Does the fast moving world of new product development, promotion, and advertising seem interesting and exciting to you? Are you a persuasive and action oriented person? Do you want an outlet for your creative energies?

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services and to consumers, industrial customers, governments, and social agencies. Marketing heavily influences the success or failure of the entire business and is very crucial for a venture to be profitable. Both profit and nonprofit organizations engage in marketing activities such as conducting market research, planning and developing new products and services, advertising, selling and retaining satisfied customers. Through six stages of the marketing process -- brand marketing, advertising, sales promotion, market research, sales, and retailing.-- a person's analytical abilities, imagination, and creative potential are brought to bear on continuously evolving tasks and goals.

◆ College of Liberal Studies ◆

Archaeological Studies

Archaeology is fundamentally the study of humanity and its past cultures. Culture is the shared ways of life learned by a group of people, including their language, religion, technology and values. Archaeologists study things that were created, used or changed by humans. They do this by studying the material remains — the stuff we leave behind (artifacts), such as lithic tools, a simple hut dwelling, a skeleton covered with gold jewelry or a pyramid that majestically rises from a desert floor. Archaeology is practiced around the world by archaeologists who work with people from a wide variety of other disciplines to help answer questions about who we are and where we came from. In doing so, archaeologists find evidence that sheds light on what our future may bring.

Economics

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English

Do you love to read great literature? Do the insight of literary figures from different cultures and time periods interest you? Do you enjoy communicating your ideas imaginatively and effectively? Does analyzing works of prose and poetry intrigue you? Would you like to develop a career in writing, editing or teaching? Does poetry awaken your spirit? Have you dreamed about writing a play or novel one day? If you answered "yes" to any of these questions, then a major in English may be you.

English Majors develop an understanding of diverse cultures, literary traditions, and great works of English, American, and world literature. Students expand their ability to analyze a variety of kinds of texts and view them through the lenses of diverse, critical perspectives.

In all courses, students practice a number of different types of analytical and critical writing. The English major can help all students think critically, communicate effectively, analyze texts, and write well.

History

Are you interested in understanding and interpreting past human events? Would you like to learn how and why important political and economic decisions were made? Are you interested in the histories of other cultures?

History is an accounting of our human past and seeks to interpret the course of human affairs through evidence and reason. Historians rely on written records and materials, using them to understand and comprehend the present. History provides insights that help us understand how individuals and groups make decisions, exercise power, or respond to change. The history program is designed to enhance student knowledge about the past, improve their ability to think logically and critically, and to express themselves in clear and precise language.

Studying history increases students' social responsibility as they come to understand their own life experiences as part of an historical process. History students master the essential skills of a liberal education by learning to read critically, to manage and analyze information, to build logical arguments, and to write persuasively.

Modern Languages

Would you like to travel overseas knowing that you can communicate effectively and comfortably? Are you aware of worldwide career opportunities for graduates with foreign language skills? Are you interested in learning about the geography, history, literature, and culture associated with the foreign language you learn? Would you like to become proficient in understanding, speaking, reading, and writing in another language?

Gaining insight into a foreign culture through proficiency in its language and familiarity with its literature furthers intercultural understanding and international perspectives in a student's total program of study. It is particularly valuable in field such as social work, international relations and political science, international business or finance, computer science, tourism, medicine, education and natural sciences. The programs in foreign languages emphasize oral and written proficiency. They also develop knowledge of the cultural and literature, and the critical and analytical skills necessary for an understanding of their relationships. Degrees offered in French, German Studies, and Spanish

Philosophy

Are you interested in the study of the truths underlying knowledge, morality, and reality? Are you looking for a system of principles for guidance in practical affairs? Would you like to study a particular branch of knowledge such as metaphysics, ethics, or social philosophy? Would you like to enhance your abilities to reason clearly, to distinguish between good and bad arguments, to think through complicated questions, and to use logic in situations that are influenced by emotions?

Philosophy is the oldest form of systematic, scholarly inquiry. It is the study of the most basic moral, legal, aesthetic, religious, and metaphysical ideas by which we understand the universe and ourselves. Philosophy pursues fundamental truths, quest for understanding, and study principles of conduct. Philosophy seeks to establish standards of evidence, provide rational methods of resolving conflicts, establish criteria for a just social order, and create techniques for evaluating ideas and arguments.

Political Science

Are you fascinated by the fast-moving political events shaping our lives? Would you like to influence public policy? Do you wonder how public policies shape human behavior and influence the course of history? Does becoming involved in international relations intrigue you? Are you interested in comparing the U.S. political system to others around the world? Are you concerned about individual rights and how to protect them?

Political Science is the study of political power, how it is developed, used and controlled. Political Science majors develop an understanding of political life in the United States and in other nations. They investigate the origins and effects of political behavior, analyze political processes, and interpret the political and social consequences of law. Political science studies the values that give rise to a rich variety of behaviors, institutional forms, and public policies that influence our world.

Psychology

Are you interested in how the human mind works? Do you wish to understand human behavior? Do the processes of development, perception, learning, motivation, and thinking intrigue you? Would you like to better understand how psychology relates to the physiological and social functioning of animals and humans? Do you wish to work as a counselor helping people to deal with difficult issues in their lives or to achieve personal goals? Are you interested in a major that qualifies you for a wide range of occupations?

Public Administration

Are you interested in how governmental institutions operate? Do you have an interest in how public policy affects the day-to-day operations of a city or state? Are you curious about how governments are organized and how they accomplish their goals?

Public Administration refers to what government does, the law in action, regulation, the executive function, organizing and managing people and other resources to achieve the goals of government, and the implementation of public policy.

Sociology

Would you like to know how organizations such as business corporations, religious communities, and governments function and evolve? Have you ever wondered how the roles of families, communities, and cultures have changed over time or differed from place to place? Would you like to know how other societies work and what we can learn from their successes and failures? Do you wonder why humans practice religion, engage in crime, and play at sport? Would you like to know how you could contribute to the solution of a pressing social problem?

You will find that sociology is a broad field, encompassing an almost unlimited scope of issues and problems. Sociologists study everything from love and marriage to war and revolution. Sociology will give you important insight into the forces that shape you and your world. It deals with the stuff of everyday life, but in an unconventional manner, providing new meaning and understanding.

Women's Studies

Are you interested in the ways gender and sexuality influence power within a societal context? Have you wondered how gender influences daily activities? Do you wonder how gender places out in a societal, institutional, and personal level?

Gender is a society's ideas about what it means to be male or female. Gender works with other ideas (like race, class, sexual orientation, among others) to shape our lives. It influences how we think about relationships. Gender structures our decisions about work and determines how much money we are likely to make. It stigmatizes behaviors and actions. It even influences what we eat, wear, and buy. Studying how gender functions not only helps us reevaluate how we view ourselves and others, it helps us create more diverse, just, and satisfying workplaces, communities, families, institutions, policies, and systems.

In collaboration with the Colleges of Liberal Studies, Science and Health, and Business Administration, the [Secondary Teacher Education Program](#) (STEP) is designed to lead to licensure in Early Adolescence-Adolescence (approximate ages of learners 10 - 21). Teacher candidates in STEP will earn a bachelors degree in an **appropriate content major**. Content major coursework is combined with professional education coursework and multiple field experiences. The Secondary Teacher Education Program offers over twenty-five certifiable Early Adolescence- Adolescence content majors and minors at the undergraduate level. STEP content majors offered in the College of Liberal Studies are English Education, General (Broad field) Social Studies Education, History Education, Political Science Education, and Sociology Education.

◆ College of Science and Health ◆

Biochemistry

Has the chemical composition of living things always been fascinating to you? Do you love molecules? Would you like to have a role in the detection, diagnosis and treatment of disease? Are you curious about gene expression and cellular replication? Would you like to design laboratory equipment or processes? Are you interested in discovering how bacteria store and transmit genetic information? What about how our bodies synthesize vitamins and minerals? Have you ever thought about a career in water purification or sewage treatment?

As the name suggests, biochemistry links biology and chemistry, and is defined as the chemistry of living systems. It tries to explain how "lifeless" molecules work together to make "living" organisms. The methods of chemistry and molecular biology are used to study the structure and behavior of the complex molecules found in biological materials and the ways these molecules interact to form cells, tissues, and whole organisms. Biochemistry provides the basis for advances in human and veterinary medicine, agriculture and biotechnology. They investigate the molecular mechanisms of diseases and develop solutions to environmental problems through biotechnology.

Biology

Are microscopic bacteria and viruses a curiosity to you? Do you enjoy learning about organ systems and cells in humans and animals? Do you enjoy doing research? Undergraduate research opportunities abound in a variety of areas including cell and molecular biology, bioinformatics, genetics, developmental biology, biomedical research, organismal biology, parasitology, mycology, plant biology, aquatic and environmental sciences and toxicology. Biology is the study of all living things--from bacteria

and viruses that can be seen only under a microscope, to plants, animals, and humans and their relationship to their environments. As a biology major, you will study the structure and function of cells, organ systems and tissues in animals and humans, the structure and function of plants, ecology (the relationship between living things and their environment), and evolution. The Biology Department offers six concentrations within the major: General Biology, Biology Education, Biomedical Science, Cellular and Molecular Biology, Aquatic Science, and Environmental Science.

Chemistry

Are you naturally curious about what makes up the everyday things you see? Did you ever wonder about the composition of the substances that produce colors in clothes, paints, paper, rocks, and glass? Have you ever wondered what chemicals might reside in your food or drinking water and how they might affect you? Would you like to research and develop new products and manufacturing processes that are environmentally friendly?

Chemistry majors develop a solid foundation in general chemistry and mathematics followed by coursework in organic chemistry, quantitative analysis, physical chemistry, inorganic chemistry, and physics. The behavior of atoms, molecules, and ions determines the sort of world we live in, our shapes and sizes, and even how we feel on a given day. Chemists who understand these phenomena are very well equipped to tackle problems faced by our modern society. On any given day, a chemist may be studying the mechanism of the recombination of DNA molecules, measuring the amount of insecticide in drinking water, comparing the protein content of meats, developing a new antibiotic, or analyzing a moon rock.

Clinical Laboratory Science

The clinical laboratory scientist works closely with pathologists and other healthcare providers, designing and performing tests with sophisticated laboratory equipment to determine the presence and severity of disease in patients. Through complex chemical, biological, hematological, immunologic, microscopic, and bacteriologic tests, clinical laboratory scientists detect and identify bacteria, parasites, or other microorganisms. Additionally, they select blood for transfusion, and test for drug levels in the blood to show how a patient is responding to treatment. After performing these tests, the clinical laboratory scientist analyzes the results and discusses them with the medical staff. Additionally, clinical laboratory scientists possess the scientific and diagnostic skills required for DNA technology and genetic engineering applications.

Computer Science

Do you really enjoy using computers? Would you like to program computers not just use them? Could you spend hours developing code and have the patience to find every bug? Are you a logical thinker who enjoys solving problems?

Computer Science is the study of computer software design. There is software in our iPods, cell phones and video games, as well as in our medical imaging systems and engines. Computer scientists seek to advance the fundamental understanding of how information is processed, as well as the practical design of software and hardware to accomplish specific functions. Computer science courses include, but are not limited to, the study of operating system design, networks, programming languages, software engineering, graphics, databases, and artificial intelligence.

ESS: Exercise Science-Fitness

Fitness corporations as wellness/fitness specialists, in insurance-based health promotion programs, medical settings, hotel wellness facilities, university health promotion centers, and health and fitness clubs. Students who select the fitness track are prepared for employment in the fitness industry including positions in fitness testing/assessment, program design, and instruction in a wide variety of fitness-related areas.

ESS: Exercise Science-Pre Professional

Are interested in going on to a graduate program in the health professions? Students in this program are prepared to enter grad programs in which exercise is a form of therapy. This program is a combination of science courses (biology, chemistry, physics, math) and exercise science courses.

ESS Physical Education

UW-La Crosse has been a state and national leader in preparing physical education teachers for decades. Our graduates, certifiable to teach kindergarten through high school, teach in all 50 states and several foreign countries. Study is broad based, with emphasis on motor skills, fitness, scientific principles, teaching strategies, and program development.

The major balances traditional, individual and fitness activities with non-traditional physical education activities such as backpacking, ropes courses, and rock climbing. This balance provides students with numerous experiences to enhance their professional development.

ESS: Sport Management

UWL prepares students for a variety of sport-related careers within professional sports, athletic clubs, golf/tennis clubs, sports merchandising, university recreational sports programs, intercollegiate athletics, community sports, corporate sports organizations, non-for-profit organizations and the fitness industry.

Geography

Are you interested in the science of place, space, and environments in the natural and social world around us? Geographers study both the earth and the people on it. Physical geographers study the natural world, including patterns of climate, landforms, vegetation, soils, and water on the Earth's surface. Human geographers study the social world, things such as how people and their activities are distributed in space, how we use and perceive space, and how we create and sustain places on the globe. Human geographers work in the fields of urban & regional planning, transportation, marketing and tourism. As a Geography major, you will critically analyze the many relationships of these different studies towards the betterment of our world.

Mathematics

Do you enjoy the challenges of solving mathematical puzzles and analyzing complex formulas? Do people typically ask you to help solve mathematical problems because you are good with numbers? Are you good at organizing and analyzing information? Does the idea of calculating odds and probabilities fascinate you?

Mathematics is the science of numbers, shapes, probabilities, and measurements. It is a universal language in which information is stated in its simplest possible form. Mathematics has a dual nature--it is an independent field of study valued for its precision of thought and elegance, and it is an important source of techniques and methods increasingly applied to a variety of problems in a wide array of disciplines. For example, mathematical modeling and simulation is used to provide answers, faster and less expensively, than with tests performed on scale models.

Microbiology

Does unlocking the secrets of life excite you? Do you wish to understand how microbes affect human health? Have you ever wondered how microorganisms can be used to clean up pollution and toxic wastes? Would you like to study the human immune system, or help develop vaccines against infectious disease? Does the possibility of finding life on other planets interest you? Do you wonder how microorganisms can be used to improve foods and beverages, develop new medicines, or enhance farm crops?

Microbiology is the study of organisms most of which are too small to be seen with the naked eye, including bacteria, viruses, algae, protozoa, and fungi. Microbiology emerged as a distinct science in the late nineteenth century, with the discovery that microorganisms are the cause of many infectious diseases, and that they play essential roles in the ecosystem and in industrial processes. Much work in this field is directed toward the cure, control, or eradication of disease in humans and animals. Recent research has focused upon the use of genetically modified microorganisms for the production of improved foods and new medicines as well as for removing toxic waste and spills from the environment. More recently, some microbes have received considerable attention as potential agents of bioterrorism and biowarfare, and consequently, much work is being done to counter such threats.

Nuclear Medicine Technology

Nuclear medicine technology (NMT) involves the use of small amounts of a radioactive pharmaceutical to perform complex, yet non-invasive diagnostic medical procedures. The pharmaceutical is designed to localize in a specific human organ, allowing pictures of that organ to be taken by high-tech cameras. Radioactive exposure is similar to conventional X-ray procedures. Not only can the structure of the patient's organ be seen, but also function. For example, the muscles of a beating heart can be observed from all angles to determine the extent of damage following a heart attack. Nuclear medicine technologists have a great deal of patient contact as well as extensive knowledge of high tech medical procedures.

Physics

Are you interested in the description and explanation of natural phenomena? Are you good in mathematics and hope to put it to a practical use? Would you like to help unlock secrets to life and existence? Do the what, when, how, and why of heat, light, sound, gravity windstorms, volcanoes and energy intrigue you? Would you like to design devices to aid communications, medicine, aerospace, resource conservation or environmental preservation? Do radioactive elements and particle physics fascinate you as matter is transformed to energy and energy to matter?

Physics, the science of matter and energy, is the study of the deepest mysteries of our universe, ranging from subatomic particles to cosmology. Exploring ideas of space, time, matter, energy, and radiation, it serves as the basis for the physical sciences. Modern society is influenced by physics in countless ways, including recent developments in such fields as laser optics, miniaturized electronics, nuclear energy, and medical instrumentation.

Beyond the earth, astronomy applies the ideas of physics to the study of planets, stars, galaxies and all celestial phenomena within reach of our telescopes. Since the two areas share a vast array of common ideas and knowledge, new discoveries in physics often aid progress in astronomy and vice versa.

Public Health and Community Health Education

Are you interested in improving the nation's health? Do you want to help reduce the numbers of preventable illness, disability, and death? Are you interested in helping others view health as a way of life that will help to attain individual goals and utilize one's highest potential for the betterment of self, family, and community?

Health educators link consumers with health care providers and/or health-related information. They facilitate cognitive, affective, and behavioral changes in others to attain total wellbeing. This includes bioterrorism, HIV/AIDS, catastrophic illness prevention, lack of health insurance protection, violence, environmental hazards, and personal health issues such as depression, distress, and the effects of peer pressure. Meeting the health needs of a given population requires an understanding of the social dynamics taking place at the community level. Health educators have a broad perspective of current social issues and other factors contributing to personal and community health.

Radiation Therapy

This profession combines the great satisfaction of helping people during a difficult time in their life with use of high technology equipment and sophisticated scientific techniques. Major focus areas are the primary care of patients, simulations, treatment planning and delivery of treatments using linear accelerators or radioisotopes.

The majority of patients receiving radiation therapy have cancer. Along with surgery and chemotherapy, radiation therapy offers these patients the best chance for success in overcoming their disease. While not all patients are curable, radiation also offers control of disease and relief of symptoms, improving patients' quality of life. Radiation therapists find that working with cancer patients, although sad at times, is more often uplifting than depressing. They have the opportunity to get to know people whose strength and courage shine through their difficulties. Because radiation therapists see patients on a daily basis, they are able to develop relationships with them that are unique and satisfying.

Recreation Management

Do you want to run a tourism or outdoor recreation business? Would you enjoy educating the public about natural or cultural history, the environment, or outdoor recreation opportunities? Would you like to manage public lands and waters to provide people with quality outdoor recreation experiences?

Would you like to introduce people to wilderness recreation and preservation opportunities? Does a career in the growing field of ecotourism intrigue you?

Work in government parks and recreation departments, YMCA, Boys & Girls Clubs, camps, environmental education centers, recreation facilities on military bases, resorts, college campus recreation outdoor adventure programs, Department of Natural Resources, water parks, Army Corps of Engineers, visitors bureaus and cruise lines.

School Health Education

A one-of-a-kind program in Wisconsin, the school health education major is nationally recognized for excellence in preparing certified school health education professionals since the early 1970's. Twelve faculty, ten with doctorates in the field, three with extensive teaching experience in schools, facilitate the learning of candidates for a Pre K-12 teaching licensure in school health education. A variety of learning experiences ground them in an understanding of the profession, health content most frequently considered in schools across the United States, and methodology which not only prepares this pre-service teacher in effective teaching skills but also sets the stage for them to practice these skills in first clinical and then student teaching settings.

Statistics

Statistics is the study of how to collect, organize, analyze, and interpret numerical information from data. In a world bombarded with numerical information, informed decisions rely on the ability to separate fact from fiction by applying valid statistical analyses. Statisticians can provide crucial guidance in determining what information is reliable and which predictions may be trusted. They often help search for clues to the solution of a scientific mystery and sometimes keep investigators from being misled by false impressions.

The actuarial science concentration trains students how to use mathematics, statistics, business, and economics to analyze and plan for future situations involving financial uncertainties and risks.

Therapeutic Recreation

Therapeutic recreation specialists assist persons with disabilities or illnesses to improve their functioning and quality of life. This is achieved through the development of a meaningful leisure lifestyle. Comprehensive therapeutic recreation services include an

approach based on the needs, interests, abilities, and strengths of clients. Services are offered on a continuum of care which includes treatment (which incorporates recreation activities to improve functional abilities and assist in diagnosis), leisure education (which focuses on the acquisition of recreation skills that help attain an independent lifestyle), and recreation participation (which uses recreation activities to enhance health and overall quality of life).

Students learn to develop and implement therapeutic programs using recreational activities such as exercise, horticulture, arts and crafts, games, music, reminiscence, pain management, and stress management. These goal-directed programs help individuals and groups with disabling conditions to learn, adapt and grow through leisure participation.

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◆ School of Arts & Communication ◆

Art

Do you feel compelled to satisfy your need for self-expression by creating works of art? Does the history of human artistic expression interest you? Would you like to develop your artistic talents through structured study and practice? Are you interested in educating people in the arts? Do learning technical skills and creating artwork through a wide variety of mediums excite you? Do concepts and expressions of beauty motivate you?

There is a myth out there that "artists are born, not made", or that only some people are capable of creativity. The Department of Art welcomes artists of all abilities, and our majors and minors come from all skill levels. We have students with intensive art training from high school working next to students who took their first studio course as an elective at UW-L.

Visual arts comprise the study of the variety of means of visually expressing human thoughts, interests, attitudes, emotions, and ideas. Artists use several media such as oils, watercolors, acrylics, pastels, clay, plaster and computers. Visual artists create abstract works and images of objects, people, nature, topography and events.

Communication Studies

Are you a good communicator? Do you like to write and speak your mind effectively and with a creative flare? Would you enjoy working with a variety of communications media to inform people about events, products, and ideas?

Effective and successful communication is essential to human life and human endeavors. The 21st century communication environment is becoming increasingly complex due to the rapid evolution of electronic media. Urgent demand for increasingly sophisticated communication competencies is driven by this evolution. People process more messages and have more information available to them than ever before in human history. Communication Studies students investigate how people use messages to generate meanings within and across various contexts, cultures, channels, and media. Emphases within Communication Studies are: Advocacy & Communication Criticism, Broadcast & Digital Media, Interpersonal Communication, and Organizational & Professional Communication.

Music

Do you love music? Would you like to achieve greater depth and skill in your musical understanding and performance? Would you enjoy teaching vocal, instrumental and general music in elementary or secondary schools? Or would you like to pursue a professional career as a music performer or private music teacher? Is it your desire to pursue a career as a professional soloist or as a musician in a musical venue such as an orchestra, a choir, a military band, or vocal group? Or do you want to compose original music? Would you like to develop your musical composition skills and learn to compose for a variety of venues?

Theatre Arts

Are you a natural performer? Does the challenge of acting in a live production motivate and excite you? Have you ever wanted to be a producer, director, performer, set designer, or a member of a stage production crew? Do you aspire to write, produce, or perform

you own play? The Theatre Arts curriculum allows concentrations in general theatre studies, design/technical, performance, music theatre, stage management, and arts administration.

◆ School of Education ◆

Early Childhood-Adolescence

The Early Childhood through Adolescence (EC-A) major is a teacher education program for developmental range birth through age 21. EC-A majors are required to complete a content major. The Department of Education Studies offers EC-A content majors in French Education, German Education, Music Education (General), Music Education (Choral), Music Education (Instrumental), and Spanish Education.

Early Childhood-Middle Childhood

The Early Childhood through Middle Childhood license is designed for candidates interested in teaching in early childhood and elementary schools. This license certifies teacher candidates to teach children from Birth through age 11 and the typical corresponding grades are PK-6.

Middle Childhood-Early Adolescence

The Middle Childhood through Early Adolescence major is designed for candidates interested in teaching in elementary schools (grades 1-6) and in the core content areas of language arts, math, science and social studies in middle schools (grades 6-8). Upon completion, teacher candidates will be certified to teach children age 6-13.

Descriptions copied and adapted from:

Colorado State University <http://secure.casa.colostate.edu/applications/achoriz/>

UW-Eau Claire <http://www.uwec.edu/academic.htm>

University of Iowa <http://www.registrar.uiowa.edu/registrar/catalog/index.html>

UW-La Crosse <http://www.uwlax.edu/Academics/Majors-and-minors/>

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