

INTRODUCTION

Business and the social sciences are the most popular college majors today, but not every student has the interest or the aptitude to be successful in these fields. Additionally, many of these fields are glutted with graduates who are forced to take lower-paying jobs or positions that are unrelated to their field of study.

They Teach That in College!? provides information about interesting, lucrative, and cutting-edge college majors that are unknown to many counselors, educators, and parents. It includes profiles of more than 100 college majors, course listings, potential employers, contact information for colleges and universities that offer these programs, lists of professional associations that offer education and career information about these fields, interesting sidebars, and interviews with college educators.

How This Book Is Organized

They Teach That in College!? features 101 main chapters—all of which focus on unique and interesting majors. What is a unique major? I used two official criteria to select majors to include in this book: 1) the major had to be fast growing and offer good employment and salary prospects for students, and 2) the major had to be offered at less than 25 percent of colleges and universities in the United States.

The chapters have the following subsections:

- 1) An opening section that details the major in question, classroom activities, facts about the industry and its employment outlook, and the typical educational path for students who pursue study in this field;
- 2) A list of typical courses that students will take if they study the major;
- 3) A list of potential employers of students who study the major;
- 4) A list of colleges and universities that offer the major (each entry includes contact information and the degree levels—such as certificate, associate, bachelor's, master's, and doctorate—that are available for the major); and
- 5) A list of professional associations and organizations that one can contact for more information (job shadowing, free publications, scholarships, etc.) on the field.

Many articles also feature interviews with college educators. These professors provide a detailed overview of their programs, suggest high school classes that will help you prepare for college, provide details on the employment outlook for their fields, and offer other useful advice.

In addition to the aforementioned sections, *They Teach That in College!?* features an appendix of seven additional majors; a school index; a schools by

state, foreign country, and territory index; an association/organization index; and an interviewee index.

What's New in the Third Edition?

I've made many improvements and additions to the third edition of *They Teach That in College!?* These include:

- ✓ Increasing the number of majors covered, from 96 in the last edition to 101 in the second edition, plus adding short summaries of an additional seven majors in the Appendix;
- ✓ Adding nearly 40 new majors to the book, including Computational Finance, Embedded Systems Engineering Technology, Film Scoring, Human-Centered Design and Engineering, Mobile Media Programming, Social Media, Unmanned Aircraft Systems Operations, and Neurodiagnostics and Sleep Science, to name just a few;
- ✓ Adding 62 new interviews with college professors (for a total of 73 professors contributing interviews to the book);
- ✓ Thoroughly updating the articles, including contact information for colleges and universities and professional associations.

Finally . . . Here Are Some Important Issues to Keep in Mind:

✓ **Majors Are Always Changing.** Remember that the world of education is always in a state of flux: majors are renamed, available degree levels change, programs are occasionally dropped due to budget cuts, etc. Use this book as a starting place for your career and college exploration, but be sure to contact the school you're interested in attending to confirm that you are receiving the latest program information.

✓ **Don't Forget Online Options.** Some of these programs offer completely online options, or at least some online classes, as part of their "brick-and-mortar" programs. Be sure to check with the program you're interested in to learn more about online educational options.

✓ **Don't Forget to Use Social Media to Find Out More about Majors.** Most colleges and universities, as well as professional associations, offer Facebook, LinkedIn, YouTube, and other social-media site pages that can provide you with detailed information about a particular school or major.

✓ **The Internet Is Always Changing.** You are no doubt Internet-savvy enough to know this, but if you've been hiding under a rock for the last few years, remember that websites are constantly updated. Course schedules change, contact information is revised, majors are added or deleted . . . you get the idea. If you encounter a dead link, visit the school's main website. Most colleges offer handy lists of available majors on their home pages.

✓ **The Importance of Accreditation.** Accreditation is the process of determining whether an educational institution or academic program meets standards set by regional or national organizations of professionals. All quality colleges are accredited, and most, but not all, academic programs also receive accreditation from accrediting bodies. I have made every attempt to list accredited programs in this book, but I have also listed unaccredited programs

to provide you with a wide selection of educational options. Since a good education is vital for success in the workplace, be sure to investigate the accreditation status of the program in which you are interested. Attending an unaccredited program MAY limit your ability to transfer credits (if you're attending a two-year college and plan to transfer to a four-year program to continue your education) and perhaps reduce your employment opportunities.

I hope that *They Teach That in College!?* becomes a valued and trusted resource as you navigate the challenges of selecting a college major. I wish you the best in all of your future endeavors!

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