

**Program Finder Web Page Copy Recommendations**

*Please provide brief answers to each section below. Remember to be concise and accurate in your responses, as they will be used as actual web copy for these pages. Examples are provided below.*

1. NAME OF PROGRAM:
2. WHY STUDY THIS SUBJECT:

*Include employment demands, industry landscape and APSU’s unique selling points*

1. FACULTY EXPERTISE:
2. POTENTIAL STUDENT:

*Include a desired student’s academic interests, possible hobbies or career interests, etc.*

1. PROGRAM FEATURES/DIFFERENTIATORS:

*What makes this program unique/different from others in the region – accreditation, exam prep, capstone, faculty-student research collaboration*

1. WHAT WILL STUDENTS LEARN:

*List program learning outcomes in bulleted format*

1. KEYWORDS:

*Top five keywords and/or phrases a potential student will use to find information on this area via a search engine*

**Examples**

NOTE: The examples for each program below are not from APSU. They were pulled from non-competitor websites because of their effective use in marketing, specifically Search Engine Optimization (SEO).

1. NAME OF PROGRAM: Computer Information Technology Bachelor of Science with a Concentration in Networking

WHY STUDY THIS SUBJECT: Available on campus, the Bachelor of Science in Computer Information Technology concentration in Networking is designed to immerse you in the fast-paced world of technological innovation—preparing you for IT leadership positions in all sectors.

1. NAME OF PROGRAM: Management Bachelor of Business Administration

WHY STUDENT THIS SUBJECT: The Bachelor of Business Administration in Management, offered online and on campus offers a solid introduction to the operations of business and the business environment—a foundation that can be applied in a variety of arena, paving the way to jobs that have the highest median annual wages of all the major occupational groups (U.S. Bureau of Labor Statistics).

1. NAME OF PROGRAM: Mathematics Bachelor of Science with a Concentration in Actuarial Sciences

FACULTY EXPERTISE: APSU’s Actuarial Science degree concentration program is taught by SoA- and CAS-credentialed faculty who bring unique expertise and practical insight into the classroom, using actual actuarial problems as examples to supplement course material.

1. NAME OF PROGRAM: Criminal Justice Bachelor of Science

FACULTY EXPERTISE: Equipped with years of hands-on experience in policing, cybercrime, the judicial system, and corrections, APSU’s criminal justice faculty are here to provide you with the sociological, legal, theoretical, and practical skills and knowledge you’ll need to confront complicated issues with confidence.

1. NAME OF PROGRAM: Computer Information Systems Bachelor of Science with a Concentration in General Systems

POTENTIAL STUDENTS: Students who wish to combine technical competence in information systems with knowledge of managerial and organizational issues will benefit from the academic opportunities presented in APSU’s computer information systems and technology programs.

1. NAME OF PROGRAM: Computer Information Systems Bachelor of Science with a Concentration in General Systems

WHAT WILL STUDENTS LEARN:

* Advanced knowledge in the analysis and documentation of requirements for architecture, design, and implementation of computer applications systems.
* Proficiency in software and computing skills as they pertain to the design and implementation of database systems, data communications, systems analysis, and design.
* Competence sufficient to identify current and emerging information technologies that may have strategic value for enterprise; assess where those technologies have value; and manage the implementation of those technologies in the enterprise.
* Moderate skill in programming for application systems in an application programming language such as Java or Python.

1. NAME OF PROGRAM: Management Bachelor of Business Administration

WHAT WILL STUDENTS LEARN:

* A broad overview of the concepts, theories and applications of management.
* The insights to be creative and flexible so as to generate and apply critical thinking.
* Preparedness to lead and manage in a wide range of employment scenarios.
* The analytical and non-analytical tools necessary to address a wide range of general management problems.
* The business skills and tools necessary to compete in a complicated, quickly changing global environment.

1. NAME OF PROGRAM: Computer Information Technology Bachelor of Science with a Concentration in Networking

KEYWORDS: Computer Networks, Network Design, Data Communications, Security