

The Exploratory News

In the News

Does your mom send care packages?—via [Huffington Post](#)

Liberal Arts majors can get jobs too—via the [Wall Street Journal](#)

4 tips to stay healthy in college—via [USA Today](#)

Campus jobs you should look into—via [US News and World Report](#)

6 reasons you should never skip class—via [USA Today](#)

Don't Forget

Check your **5th Week Freshmen Assessment**. Don't hesitate to contact your advisor, instructors, or hall director if you have any questions!

The last day to **withdraw from a class with a grade of W for a \$50 fee** is Wednesday, October 16.

Monday Night Mentors continues. Join us for this month's speakers, Lauren Cunningham from the ALIVE Center, as well as various WKU alumni, including a former NBA basketball player! Read on to learn more about the dates, times, and topics of these presentations.

Make an **appointment with your academic advisor** in order to register for spring 2014.

October 2013

I Declared!

The following Exploratory students declared their major last month.

Congratulations!

- Jessi Rose
- Gabriella Crofford
- Shamece Bond
- Katie Eaton
- Courtney Fox
- Alexandra Carroll
- Olivia Guelda
- Hayley Hoback
- Andrea Woolsey
- Allie Payne
- Samantha Mosher
- John Greer
- Brittany Smith
- Courtney Alcorn
- Chase Brown
- Kelsey Patton
- Katherine Simms
- Michael Simpson
- Chris Peege
- Kendall Jarboe

Declaration Day

Dr. Ransdell wants YOU to declare your major! Declaration Day is a semiannual event that is held in Centennial Mall. WKU students are invited to declare their major on Declaration Day. Advisors from the Academic Advising & Retention Center will be on hand to answer any questions and assist with the major change process.

Join us on October 15 at 11 AM to 2 PM in Centennial Mall if you are ready to declare your major.

Major Spotlight

One major from each of WKU's academic colleges is highlighted.

Psychology | College of Education and Behavioral Sciences – There are two different tracks for psychology majors, one requiring 37 hours in addition to a minor or a second major; the second is an extended major requiring 52 hours and no minor or second major. The extended major is recommended for students who wish to pursue a career and/or graduate study in psychology. For some courses in this program, appropriate off-campus laboratory experiences may be required.

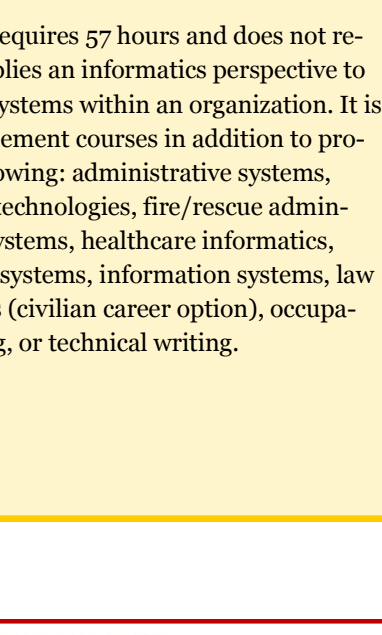
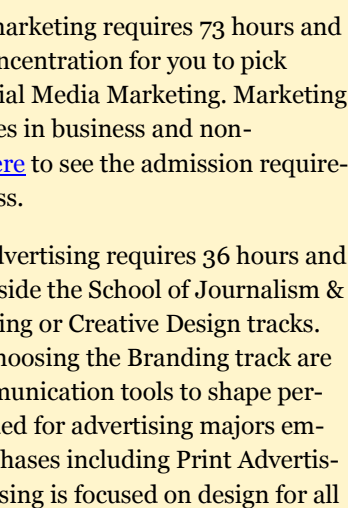
Public Health | College of Health and Human Services – This major has two concentrations to choose from—Health Education and Environmental Health—and neither requires a minor. Public health education is 70-74 hours while environmental health is 65-69 hours. There are many reasons to choose a career in public health. If you ask any professional in this field, they will tell you what they care about most is social justice, eliminating poverty, promoting healthy lifestyles, preventing premature disease and death, and making our world a better place to live.

Marketing | Gordon Ford College of Business – A major in marketing requires 73 hours and does not require a minor. This major offers three areas of concentration for you to pick from: 1) Strategic Marketing; 2) Marketing Sales; and 3) Social Media Marketing. Marketing students are prepared for a wide range of career opportunities in business and non-business, for profit and not-for-profit organizations. Click [here](#) to see the admission requirements for a major within the Gordon Ford College of Business.

Advertising | Potter College of Arts & Letters – A major in advertising requires 36 hours and students must also have a minor or a second major from outside the School of Journalism & Broadcasting. Advertising majors choose between the Branding or Creative Design tracks. Branding refers to the business side of advertising. Majors choosing the Branding track are interested in how businesses use advertising and other communication tools to shape perceptions of their brand. A minor in Marketing is recommended for advertising majors emphasizing Branding. In the Creative track, there are two emphases including Print Advertising Design and Interactive Advertising Design. Print Advertising is focused on design for all types of commercial print media. Ad majors choosing Interactive Design will explore the world of digital technology by creating commercial websites, applications and video content. Those majors choosing the Print advertising emphasis are required to minor in Graphic Design which is offered by the Department of Art. Minors in Computer Science or Graphic Design are recommended for students emphasizing interactive advertising.

Geology | Ogden College of Science & Engineering – Students interested in geology can choose from four [concentrations](#) depending on the career goals of the student: 1) The Professional Major, which is 68 hours, requires a minor or second major, and is for students seeking a career as a professional geologist; 2) the professional extended major, which is 80 hours, does not require a minor or second major, and is for students who want a comprehensive background in the essential content areas of geography; 3) earth and space science is 54 hours, requires a minor or a second major, and is recommended for those looking to teach; and 4) general geoscience, which is 53 hours and also requires a minor or a second major.

Systems Management | University College – This major requires 57 hours and does not require a minor or second major. Systems management applies an informatics perspective to the management of people, information, processes, and systems within an organization. It is an interdisciplinary major, requiring core systems management courses in addition to program electives and an area of concentration from the following: administrative systems, agricultural systems, criminology systems, digital media technologies, fire/rescue administration, geographic information systems, government systems, healthcare informatics, human resource development, industrial/manufacturing systems, information systems, law enforcement administration, leadership, military systems (civilian career option), occupational safety and health, technical sales, technical training, or technical writing.



Calendar

OCTOBER 2013

| SUN | MON | TUE | WED | THU | FRID | SAT |
|-----|--|--|---|--|--|--|
| | | 1 5th Week Freshmen Assessment Reports Available on TopNet | 2 Passport Day Grise Hall All Day | 3 Fall Break | 4 Fall Break | 5 |
| 6 | 7 Monday Night Mentors Lauren Cunningham Faculty House 4:30 PM | 8 | 9 | 10 AAS: College Reading Strategies GRH 1074 4:00 PM | 11 | 12 |
| 13 | 14 | 15 Declaration Day Centennial Mall 11:00 AM | 16 Last day to drop full semester course with a W. | 17 | 18 | 19 |
| 20 | 21 Monday Night Mentors WKU Alumni Faculty House 4:30 PM | 22 AAS: Becoming a Successful Writer GRH 1074 4:00 PM | 23 | 24 | 25 Homecoming Parade College Heights Blvd 5:00 PM | 26 WKU Football vs. Troy Homecoming 3:00 PM |
| 27 | 28 AAS: Career Planning GRH 1074 4:00 PM | 29 | 30 | 31 Happy Halloween! | | |

To Do List:

- Check your 5th Week Freshmen Assessment
- Schedule your advising appointment for spring 2014 classes
- Come to Monday Night Mentors
- Attend an Academic Advantage Series Workshop (AAS)
- Attend the 2013 WKU Homecoming Concert
- Check the [WKU Homecoming Events Calendar](#)
- Get ready for mid-terms
- Schedule a tutoring appointment in TLC
- Visit Jackson's Orchard
- Consider registering for a winter term course

Monday Night Mentors (MNM) welcomes Lauren Cunningham, Community Engagement Coordinator for the ALIVE Center for Community Partnerships, as she speaks on "Going Off-Campus to Find Your Major: Getting Involved in the Community." Find out how volunteering can help YOU decide on a major! Lauren will join us on Monday, October 7, at 4:30 PM in the Faculty House.

And don't miss out on a very special MNM event on October 21, during Homecoming week, when WKU invites several alumni to speak to students about how they choose their majors and their careers, and everything in between. Our special guests include a former NBA basketball player, the superintendent of Bowling Green City Schools, the president of Van Meter Insurance, the Public Affairs Coordinator for WKU, as well as the AARC's own Jessica Staten.

5th Week Advising:

Coming soon to a residence hall near you!

| Hall | Date | Times |
|------------------|---|-------------------------|
| Bemis Hall | Monday, October 7 | 2pm-5pm |
| Barnes Hall | Monday, October 7 | 2pm-5pm |
| PFT | Tuesday, October 8 And Monday, October 14 | 2pm-5pm 2pm-5 pm |
| McCormack Hall | Wednesday, October 9 | 2pm-5pm |
| Rodes Hall | Wednesday, October 9 | 2pm-5pm |
| Poland Hall | Thursday, October 10 | 9am-12pm |
| Keen Hall | Thursday, October 10 | 9am-12pm |
| Centennial Mall* | Tuesday, October 15 | 11am-2pm |

*paired with Declaration Day

To make an appointment with your Exploratory academic advisor, login to [TopNet](#), go to Student Services, Registration, and Schedule an Advising Appointment. You can also call **(270) 745-5065** for more help.