

UA Approved Concentrations

Note: OIRA and OIE staff performed an extensive review of ACHE minutes prior to 2017. The list was submitted to academic departments and OUR for review and reconciliation of undergraduate concentrations. The revised list of undergraduate concentrations was submitted to the UA Board of Trustees and ACHE in 2018. A running list of Board and ACHE academic-related approvals can be found here: https://oie.ua.edu/wp-content/uploads/2023/06/2023.06.16_Academic-Program-Changes.pdf

Item Type	Name	Level	Field of Study/Program/Major	Approved
Concentration	Fashion Retailing	BS	Apparel & Textiles	03/15/96
Concentration	Apparel Design	BS	Apparel & Textiles	03/15/96
Concentration	Pure Mathematics	MA	Mathematics	12/12/97
Concentration	Applied Mathematics	MA	Mathematics	12/12/97
Concentration	Performance	MM	General Music	04/24/98
Concentration	Theory & Composition	MM	General Music	04/24/98
Concentration	Conducting	MM	General Music	04/24/98
Concentration	Musicology/Ethnomusicology	MM	General Music	04/24/98
Concentration	Theory & Composition	BM	General Music	04/24/98
Concentration	Music Therapy	BM	General Music	04/24/98
Concentration	Choral Conducting	DMA	General Music	04/24/98
Concentration	Wind Conducting	DMA	General Music	04/24/98
Concentration	Performance & Composition	DMA	General Music	04/24/98
Specialization	Clinical Psychology	PhD	General Psychology	12/11/98
Concentration	School Psychometry	MA	Educational Psychology	05/18/01
Concentration	School Psychology	EdS	Educational Psychology	05/18/01
Concentration	Educational Research	EdS	Educational Psychology	05/18/01
Concentration	French	MA	Romance Languages	05/16/03
Concentration	Spanish	MA	Romance Languages	05/16/03
Concentration	Church Music	MM	General Music	09/24/04
Concentration	German	BA	Foreign Languages & Literature	09/23/05
Concentration	French	BA	Foreign Languages & Literature	09/23/05
Concentration	Classical Civilization	BA	Foreign Languages & Literature	09/23/05
Concentration	Greek	BA	Foreign Languages & Literature	09/23/05
Concentration	Latin	BA	Foreign Languages & Literature	09/23/05
Concentration	Instructional Technology	PhD	Instructional Leadership	09/23/05
Concentration	Social and Cultural Studies in Education	PhD	Instructional Leadership	09/23/05
Concentration	Decision Analytics	MS	Operations Management	06/13/14

Concentration	Statistics	MS	Applied Statistics	06/13/14
Concentration	Analytics	MS	Applied Statistics	06/13/14
Concentration	Educational Neuroscience	PhD	Educational Psychology	06/13/14
Specialization	Marketing Analytics	MS	Marketing	09/12/14
Concentration	Community Nutrition	MS	Human Nutrition	06/12/15
Concentration	Clinical Nutrition	MS	Human Nutrition	06/12/15
Specialization	Consumer	BACom	Advertising	06/12/15
Concentration	Nonprofit Communication Management	BACom	Public Relations	06/12/15
Concentration	Sport and Entertainment Communication Management	BACom	Public Relations	06/12/15
Concentration	Technological and Digital Communication Management	BACom	Public Relations	06/12/15
Specialization	Creative	BACom	Advertising	09/11/15
Concentration	Health Professions	BS	Public Health	09/11/15
Concentration	Health Education & Promotion	BS	Public Health	09/11/15
Specialization	Organizational Leadership	MA	Communication Studies	09/11/15
Specialization	Learning and Assessment	MA	Educational Psychology	09/11/15
Concentration	Drawing	BFA/BA	Studio Art	12/04/15
Concentration	Italian	BA	Foreign Languages & Literature	12/04/15
Concentration	Archival Studies	MLIS	Library and Information Studies	06/10/16
Concentration	Production	BACIS	Creative Media	12/09/16
Concentration	Sports Media	BACIS	News Media	12/09/16
Concentration	Psychiatric Mental Health and Family Nurse Practitioner	MSN	Nursing	12/15/16
Concentration	Psychiatric Mental Health Nurse Practitioner	MSN	Nursing	12/15/16
Concentration	Family Nurse Practitioner	MSN	Nursing	12/15/16
Concentration	Nurse Education	Ed.D.	Instructional Leadership	06/09/17
Concentration	Digital and Social Media	MS	Marketing	06/09/17
Concentration	Value Investing	BS	Finance	06/09/17
Concentration	Rural Community Health Scholars	MS	Rural Community Health	06/16/17
Concentration	Rural Medical Scholars	MS	Rural Community Health	06/16/17
Concentration	Consumer Economics	MS	Consumer Sciences	06/16/17
Concentration	Family Financial Planning and Counseling	MS	Consumer Sciences	06/16/17
Concentration	Musical Theatre	BFA	Theatre	09/08/17
Concentration	Design/Tech	BFA	Theatre	09/08/17
Concentration	Acting	BFA	Theatre	09/08/17
Concentration	Natural Resources and Ecosystem Conservation	BS	Environmental Science	09/28/17

Concentration	Precision Timing	MS	Physics	03/09/18
Concentration	Precision Timing	PhD	Physics	03/09/18
Concentration	Business Transactions	LLM	Law (Taxation/Business Transactions)	06/08/18
Concentration	Taxation	LLM	Law (Taxation/Business Transactions)	06/08/18
Concentration	Consumer Affairs	BS	Consumer Sciences	06/08/18
Concentration	Family Financial Planning and Counseling	BS	Consumer Sciences	06/08/18
Concentration	Nutrition Sciences	BS	Food and Nutrition	06/08/18
Concentration	Adolescence and Youth Development	BS	Human Development & Family Studies	06/08/18
Concentration	Child Life	BS	Human Development & Family Studies	06/08/18
Concentration	Family Life Education and Advocacy	BS	Human Development & Family Studies	06/08/18
Concentration	Mathematics Education	BS	Mathematics	06/08/18
Concentration	Applied Mathematics	BS	Mathematics	06/08/18
Concentration	Statistics and Optimization	BS	Mathematics	06/08/18
Concentration	Pure Mathematics	BS	Mathematics	06/08/18
Concentration	Jurisprudence	BA	Philosophy	06/08/18
Concentration	Mind-Brain	BA	Philosophy	06/08/18
Concentration	Philosophy and Medicine	BA	Philosophy	06/08/18
Concentration	Biochemistry	BSChem	Chemistry	06/08/18
Concentration	Astrophysics	BS	Physics	06/08/18
Concentration	Biophysics	BS	Physics	06/08/18
Concentration	Graduate School Prep	BS	Physics	06/08/18
Concentration	Physics Education	BS	Physics	06/08/18
Concentration	Adults and Their Families	MSW	Social Work	06/08/18
Concentration	Children, Adolescents and Their Families	MSW	Social Work	06/08/18
Concentration	Health Professions	BA	Anthropology	06/08/18
Concentration	Archaeology of the Americas	BA	Anthropology	06/08/18
Concentration	Earth System Science	BS/BA	Geography	06/08/18
Concentration	Geographic Information Techniques	BS/BA	Geography	06/08/18
Concentration	Regional, Urban and Environmental Planning	BS/BA	Geography	06/08/18
Concentration	Musical Theatre	BA	Theatre	06/08/18
Concentration	Primary Ceramics	BFA	Studio Art	06/08/18
Concentration	Secondary Ceramics	BFA	Studio Art	06/08/18
Concentration	Primary Digital Media	BFA	Studio Art	06/08/18
Concentration	Secondary Digital Media	BFA	Studio Art	06/08/18

Concentration	Primary Photography	BFA	Studio Art	06/08/18
Concentration	Secondary Photography	BFA	Studio Art	06/08/18
Concentration	Primary Printmaking	BFA	Studio Art	06/08/18
Concentration	Secondary Printmaking	BFA	Studio Art	06/08/18
Concentration	Primary Painting	BFA	Studio Art	06/08/18
Concentration	Secondary Painting	BFA	Studio Art	06/08/18
Concentration	Primary Sculpture	BFA	Studio Art	06/08/18
Concentration	Secondary Sculpture	BFA	Studio Art	06/08/18
Concentration	Arts Administration	BA	Music, General	06/08/18
Concentration	Jazz Studies	BM	Music, General	06/08/18
Concentration	Organ	BM	Music, General	06/08/18
Concentration	Piano	BM	Music, General	06/08/18
Concentration	Strings	BM	Music, General	06/08/18
Concentration	Voice	BM	Music, General	06/08/18
Concentration	Woodwind, Brass, and Percussion	BM	Music, General	06/08/18
Concentration	Hotel/Lodging	BS	Hospitality Management	06/08/18
Concentration	Meetings and Events	BS	Hospitality Management	06/08/18
Concentration	Food and Beverage Management	BS	Hospitality Management	06/08/18
Concentration	Child Life	MS	Human Development and Family Studies	06/08/18
Concentration	Marriage and Family Therapy	MS	Human Development and Family Studies	06/08/18
Concentration	Acting	MFA	Theatre	09/14/18
Concentration	Arts Management	MFA	Theatre	09/14/18
Concentration	Directing	MFA	Theatre	09/14/18
Concentration	Stage Management	MFA	Theatre	09/14/18
Concentration	Costume Design and Production	MFA	Theatre	09/14/18
Concentration	Design and Production	MFA	Theatre	09/14/18
Concentration	Advertising Creative	MA	Advertising and Public Relations	09/14/18
Concentration	Media Strategy	MA	Advertising and Public Relations	09/14/18
Concentration	Applied Communication	PhD	Communication and Information Sciences	09/14/18
Concentration	Book and Publishing Studies	PhD	Communication and Information Sciences	09/14/18
Concentration	Interpersonal Communication	PhD	Communication and Information Sciences	09/14/18
Concentration	Media Processes and Effects	PhD	Communication and Information Sciences	09/14/18
Concentration	Rhetoric and Political Discourse	PhD	Communication and Information Sciences	09/14/18
Concentration	Advanced Clinical Practice	DSW	Social Work	09/21/18

Concentration	Organizational Leadership	DSW	Social Work	09/21/18
Concentration	Exercise Science	BSEd	Kinesiology	12/07/18
Concentration	Physical Education	BSEd	Kinesiology	12/07/18
Concentration	Social Justice and Inclusion Advocacy	PhD	Communication and Information Sciences	03/15/19
Concentration	Entrepreneurship, Management	BS	Business Administration	03/15/19
Concentration	Health Care Analytics, Management	BS	Business Administration	03/15/19
Concentration	Human Resource Management, Management	BS	Business Administration	03/15/19
Concentration	Economic Policy, Economics	BS	Economics	03/15/19
Concentration	Econometrics and Quantitative Economics, Economics	BS	Economics	03/15/19
Concentration	Financial Engineering, Finance	BS	Finance	03/15/19
Concentration	Banking and Financial Services, Finance	BS	Finance	03/15/19
Concentration	Supply Chain Management, Operations Management	BS	Operations Management	03/15/19
Concentration	Professional Accounting, Accounting	BS	Accounting	03/15/19
Concentration	Cyber Security	BCS	Computer Science	06/07/19
Concentration	Professional Sales	MS	Marketing	06/07/19
Concentration	Sport Hospitality	MS	Hospitality Management	09/13/19
Concentration	Health Communication	PhD	Communication and Information Sciences	09/13/19
Concentration	Marketing Communication Management	MA	Advertising and Public Relations	09/13/19
Concentration	School Library Media	MLIS	Library and Information Studies	03/13/20
Concentration	School Library Media Specialist	EdS	Educational Leadership	03/13/20
Concentration	General Social Sciences	MA	Secondary Education	06/12/20
Concentration	English Language Arts	MA	Secondary Education	06/12/20
Concentration	General Science	MA	Secondary Education	06/12/20
Concentration	Mathematics	MA	Secondary Education	06/12/20
Concentration	Legal History	BA	History	06/12/20
Concentration	Public History	BA	History	06/12/20
Concentration	Global Business Management	MA	Management	03/12/21
Concentration	Human Resources Analytics	MA	Management	03/12/21
Concentration	Strategic Innovation, Entrepreneurship and Growth	MA	Management	03/12/21
Concentration	Biological Engineering	BSCheE	Chemical Engineering	03/12/21
Concentration	Digital, Public, and Professional Writing	BA	English	09/10/21
Concentration	Integrated Channel Planning	BACom	Advertising	09/10/21
Concentration	Brand Management	BACom	Advertising	09/10/21
Concentration	Advertising Creative	BACom	Advertising	09/10/21

Concentration	Digital Communication	BACom	Public Relations	09/10/21
Concentration	Community Journalism	MA	Journalism and Media Studies	03/11/22
Concentration	Sports Media	MA	Journalism and Media Studies	03/11/22
Concentration	Digital Communication	MA	Advertising and Public Relations	03/11/22
Concentration	Intermedia Concentration (secondary concentration)	BFA	Studio Art	12/09/22
Concentration	Advanced Drug Delivery	PhD	Interdisciplinary Studies	03/10/23
Concentration	Energy Systems	MSME	Mechanical Engineering	06/09/23
Concentration	Nurse Educator	MSN	Nursing	09/08/23
Concentration	Nurse Executive	MSN	Nursing	02/02/24