

**University of Wisconsin System
Majors with Proposed New CIP Areas/Sub-Areas**

Unit	Major Name	Major Code	Major Level	Major/Program Description	Current CIP Code & Description		Suggested CIP Areas/Sub-Areas
MSN	Agroecology	01091	M	A program that trains students as analysts, researchers, and educators. Graduates will have expertise that combines technical competence in agricultural, ecological, and social sciences, with the skills and ability to devise solutions collaboratively and inclusively across stakeholder groups.	01.0899	Agricultural Public Services, Other	01.XX
MSN	Women's Studies/Gender Studies	49995	M	This program provides advanced training in the analysis of women and gender from global and cross-cultural perspectives.	05.0299	Ethnic, Cultural Minority, and Gender Studies, Other	05.XX
MSN	Second Language Acquisition	15052	D	A program that prepare students to work as researchers and scholars. By focusing on the nature of the relation among language, culture, biology, societal structure, literacy, and identity, Second Language Acquisition researchers conduct systematic study of how individuals acquire, maintain, or lose competence in two or more languages, and how languages come into contact and change.	13.9999	Education, Other	XX.XX
MSN	Clinical Investigations	Unassigned	D	A program that prepares successful and productive clinical investigators for research careers. It enable students from multiple disciplines to: independently lead, manage, design, execute, interpret, and report multidisciplinary therapeutic intervention studies; disseminate knowledge through teaching and advising students; assume leadership roles in higher education, a public agency, or industry; and establish a national reputation as a leader in a given area of expertise.	Unassigned		51.XX
PLT	Project Management	05150	M	The program is designed to teach students how to apply knowledge, skills, tools and techniques needed to manage projects, and to encourage relationships between project teams and customers in order to meet stakeholder needs and expectations.	52.0299	Business/Managerial Operations, Other	52.XX

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PLT	Microsystems and Nanotechnology	Unassigned	B	A program that prepares students to support the proliferating industries that employ the rapidly-maturing microsystems technologies, while giving them the broad base of skills needed to relate to nanotechnology. Microsystems encompasses concepts from mechanical and electrical engineering, biology and chemistry. Nanotechnology is the science, engineering and application of materials and objects at the sub-100 nm scale.	Unassigned		14.XX
RVF	Marketing Communication	06012	B	A program that integrates the activities of advertising, public relations, sales promotion, direct marketing, personal selling and cybermarketing into a single professional field of expertise. Students develop knowledge and skills in oral, written and visual modes of communication.	09.0999	Public Relations, Advertising, and Applied Communication, Other	09.09XX
STO	Golf Enterprise Management	05541	B	A program that prepares students for entry-level management positions, with a primary focus on the management of golf course properties. The program has been planned to address the need in the golf industry for employees with a comprehensive education in business, customer service, food, and beverage and retail management, in addition to golf-specific content in customer development and retention, golf course design, and turf management.	52.9999	Business, Management, Marketing, and Related Support Services, Other	52.09XX
STO	Packaging	09253	B	A program that prepares students for technical or management responsibilities in the packaging industry. Students are provided with a thorough knowledge of materials, methods, design concepts, and machinery to develop and produce the packages that protect and preserve a product, help market the product, and instruct the consumer in its proper use.	15.0699	Industrial Production Technologies/Technicians, Other	15.XX
WTW	Integrated Sciences - Business	05010	B	This program is designed for students who intend to pursue management careers in technologically based industries. Students will learn business management skills along with the principles of basic science required to coordinate the creative efforts of scientists with the needs of the market place.	52.9999	Business, Management, Marketing, and Related Support Services, Other	52.XX