What is Your Major?

Your major:
- your primary area of study
- typically relates to your career goals
- often reflects your natural talents and the things you enjoy

Your degree requirements are designed to introduce you to that area of study first, then help you gain specialized knowledge as you work your way through the majors advanced courses.

Need more help deciding which UNT majors fit YOU?

It is okay if you are still trying to decide on a major. UNT has many resources designed to help you with this decision. You may have already taken an online assessment to explore possible majors. Below are just some of the resources we have to help you decide what major is best for you:

The Academic Advising Offices can provide you with a number of resources to explore different majors on campus. Whether it is taking specific courses, joining interest groups or getting some hands on experience through internships or experiential learning opportunities, your advisor can help point you in the right direction.

The Career Center can help you use tools like MyPlan, O*Net and others to identify what careers best match your interests, personality, and skills. Once you know what careers you might like, matching up with an appropriate major naturally follows.

Having trouble narrowing down your interests? The Counseling and Testing Center offers assessments, like the Strong Interest Inventory and the Myers-Briggs, to help you identify your unique personality traits, strengths, interests and talents. The results of assessments like these can help you match up with college majors or career paths that play to your natural strengths.

Now, let’s explore some occupational themes and see how you think you match up!

Occupational Themes or Holland Codes

The following descriptions are based on Dr. John Holland’s theory that individual personalities and work environments can be classified into six different themes: Realistic, Artistic, Investigative, Social, Enterprising and Conventional. Your Holland Code helps match your interests to your ideal career options. Explore some of these themes on the next pages. Choose the one that you feel best fits your interests and see how they match up to Majors we offer at UNT.

Did you know? The College of Business opened a new state-of-the-art Business Leadership Building in Fall 2011, which has been awarded LEED Gold certification for adhering to stringent environmental standards of construction.
Are you “Realistic?”

“Realistic” people are interested in hands-on tasks, building things and working with tools or machines. They are practical and like working with things rather than people. They are logical, persistent and action oriented. They are often athletic, mechanically inclined, like working with animals/plants, and enjoy managing tasks and problem solving.

Possible Majors to Consider

**College of Arts and Sciences**
Converged Broadcast Media (SER)
Radio, Television and Film (AER)
Biology (IRE)
Biochemistry (IRE)
Chemistry (IRE)
Ecology and Environmental Sciences (IRE)
Medical Laboratory Sciences (IRE)

**College of Business**
Accounting (CRI)
Aviation Logistics (REI)
Decision Sciences (ICR)
Logistics & Supply Chain Management (REI)
Operations and Supply Chain Management (REI)
Real Estate - Residential Property Management (ESR)

**College of Education**
Kinesiology (SRE)
Recreation, Sport, and Event Management (SRE)

**College of Engineering**
All Majors (RIC)

**College of Information**
Applied Technology and Performance Improvement (ERS)

**College of Merchandising, Hospitality and Tourism**
Hospitality (ERS)
Merchandising (EAR)
Home Furnishings Merchandising (EAR)

Did you know? Famous alum, Bill Moyers, served as press secretary for Lyndon B. Johnson. He later went on to report for PBS, CBS and NBC.
Are you “Investigative?”

“Investigative” people like to observe, learn, investigate, analyze, evaluate and solve problems.

Possible Majors to Consider

- **College of Arts and Sciences**
  - Linguistics (ASI)
  - Biology (IRE)
  - Biochemistry (IRE)
  - Chemistry (IRE)
  - Ecology and Environmental Sciences (IRE)
  - Geology (IRS)
  - Mathematics (IRE)
  - Physics (IRE)
  - Economics (CIE)
  - Philosophy (IAS)
  - Political Science (EIS)
  - Psychology (EIS)
  - Religious Studies (ISA)
  - Social Science (EIS)
  - Sociology (EIS)

- **College of Business**
  - Business Computer Information Systems (CRI)
  - Business Economics (IEC)
  - Decision Sciences (ICR)
  - Entrepreneurship (EIS)

- **College of Education**
  - Developmental and Family Studies (EIS)
  - Health Promotion (SIC)

- **College of Engineering**
  - All Majors

- **College of Merchandising, Hospitality and Tourism**
  - Digital Retailing (ICA)

- **College of Music**
  - General Music (RIE)
  - Music History and Literature (RIC)
  - Music Theory (IEC)

- **College of Public Affairs and Community Service**
  - Emergency Administration and Planning (IRC)
  - Behavior Analysis (ISA)
  - Anthropology (ISA)
  - Speech and Hearing Science (SIA)

- **College of Visual Arts and Design**
  - Studio (AIS)
  - Design (AIS)

- **Mayborn School of Journalism**
  - All Majors

Are you “Social?”

“Social” people are “people” people. They are community service oriented, and are interested in educating, helping or socializing with others. They are often skilled with words.

Possible Majors to Consider

- **College of Arts and Sciences**
  - Linguistics (ASI)
  - World Languages (ASI)
  - Communication Studies (EAS)
  - Dance (ASE)
  - Theatre (ASE)
  - Geography (IRS)
  - History (EIS)
  - Political Science (EIS)
  - Psychology (EIS)
  - Religious Studies (AIS)
  - Social Science (EIS)
  - Sociology (EIS)
  - International Studies (EIS)

- **College of Business**
  - Entrepreneurship (EIS)
  - Finance (IES)
  - Marketing (EIS)
  - Marketing – Professional Selling (EIS)
  - Organizational Behavior and Human Resource Management (CES)
  - Real Estate (ESR)
  - Real Estate – Residential Property Management (ESR)
  - Risk, Insurance, and Financial Services (ICS)

- **College of Information**
  - Performance Improvement (ERS)

- **College of Music**
  - Jazz Studies (ASE)
  - Music Education (Teacher Certification) (RSC)

- **College of Public Affairs and Community Service**
  - Social Work (SEA)
  - Behavior Analysis (ISA)
  - Anthropology (ISA)
  - Speech and Hearing Science (SIA)
  - Rehabilitation Studies (SEA)

- **College of Visual Arts and Design**
  - Visual Arts Studies (AIS)

- **Mayborn School of Journalism**
  - Strategic Communications – Public Relations (SIE)
  - News Writing with Teacher Certification (SIE)
  - News – Broadcast (SIE)
Are you “Enterprising?”

“Enterprising” people are adventurous and have good verbal skills. They influence, persuade or perform to lead others in attaining group goals. They are often leaders that are results driven.

Possible Majors to Consider

**College of Arts and Sciences**
- English (ASE)
- History (EIS)
- Communication Studies (EAS)
- International Studies (EIS)

**College of Business**
- Aviation Logistics (REI)
- Business Economics (IEC)
- Entrepreneurship (EIS)
- Finance (EIS)
- Marketing (EIS)
- Logistics and Supply Chain Management (REI)
- Marketing - Professional Selling (EIS)
- Operations and Supply Chain Management (REI)
- Organizational Behavior and Human Resource Management (CES)

**College of Education**
- Kinesiology (SRE)
- Recreation, Sport, and Event Management (SRE)

**College of Information**
- Applied Technology and Performance Improvement (ERS)

**College of Merchandising, Hospitality and Tourism**
- Hospitality (ERS)
- Merchandising (EAR)
- Home Furnishings Merchandising (EAR)

**College of Music**
- Composition (AEC)
- General Music (RIE)
- Jazz Studies (ASE)
- Music Theory (IEC)
- Performance (AEC)

**College of Public Affairs and Community Service**
- Social Work (SEA)
- Rehabilitation Studies (SEA)

**Mayborn School of Journalism**
- All Majors

Are you “Conventional?”

“Conventional” people are practical, well controlled, sociable and conservative. They prefer to follow rules and like structured tasks. They often have a gift for working with data and great attention to detail.

Possible Majors to Consider

**College of Arts and Sciences**
- Professional and Technical Communication (AEC)
- Physics (ICE)
- Economics (ICE)

**College of Business**
- Accounting (CRI)
- Business Computer Information Systems (CRI)
- Business Economics (IEC)
- Decision Sciences (CRI)
- Risk, Insurance, and Financial Services (ICS)

**College of Education**
- Health Promotions (SIC)

**College of Engineering**
- Computer Science (RIC)
- Electrical Engineering Technology (RIC)
- Information Technology (RIC)
- Mechanical Engineering Technology (RIC)

**College of Information**
- Information Science (SIC)

**College of Merchandising, Hospitality and Tourism**
- Digital Retailing (ICA)

**College of Music**
- Composition (AEC)
- Music Education (Teacher Certification) (RSC)
- Music History and Literature (RIC)
- Music Theory (IEC)
- Performance (AEC)

**College of Public Affairs and Community Service**
- Criminal Justice (RCE)

**Mayborn School of Journalism**
- News – Digital and Print News (CIE)

Can’t decide on just one? If you feel strongly that you fit two or more of these types, then you may want to consider one of the following majors:

- College of Public Affairs & Community Service
  - Applied Arts and Sciences
  - Applied Technology & Performance Improvement

- College of Education
  - Interdisciplinary Studies (Elementary Education)

- College of Arts and Sciences
  - Integrative Studies

- College of Business
  - Integrated Studies

- College of Visual Art and Design
  - Interdisciplinary Art and Design Studies