

USE OF 'GRANTS' AND/OR 'FINANCIAL AID' IN ADVERTISING

The use of the word 'grant', or the phrase, 'financial aid,' by third-party aggregators is allowed in the main headline of advertising campaign **IF, AND ONLY IF**, it receives the appropriate prior approval from Marketing's Content dept. and Marketing Compliance.

Furthermore, the following requirements must be followed:

Provide Helpful Information on 'Grant' and 'Financial Aid'

- Grant information or information on financial aid provided to the consumer or prospective student must be substantial and accurate. It must provide a thorough description of the types of grants and loans available to those who qualify.
- All Financial Aid information, including discussions of grants, must be accurate, and its source(s) must be attributed.
- The information provided must be timely. Outdated information risks being inaccurate, misleading or unreliable.
- The vendor must not represent or imply that a prospective student must submit his or her contact information to qualify for financial aid programs, including grants.

'Grants' and 'Financial Aid' used in Headlines or Body Copy

(Paid Search ads (SEM), SEO, Display Advertising, and Third-party Vendor Microsites)

Ensure a speculative qualifier exists within the headline, or body copy. A "speculative qualifier" is utilized in order to support a statement when there are stipulations to consider. This detail is important because not all prospective students will qualify for, or obtain grants and/or financial aid. Acceptable qualifiers, if approved by the above departments, include: *may, might, could*. (For example: *Grants may be available if you qualify*).

ADDITIONAL GUIDELINES:

Clear Consent for Information on 'Going back to School'

- Any lead forms used to collect contact information must clearly and conspicuously disclose to the prospective student that he or she is submitting their contact information and providing their prior written express consent in order to obtain more information from the University about going back to school, not to receive grants or to receive more information about grants.
- Lead forms, and any pages on which they appear, may not suggest or imply that the submission of contact information is necessary to qualify for grants or financial aid programs.
- If grant and/or financial aid information is listed on the same page as an inquiry form, the information must be independent of from it.
- Ensure a clear separation exists between the form and the grant and/or financial aid information to ensure that it is clear to the prospective student that they are submitting contact information to receive more information about returning/going to school, not to receive grants or to receive more information about grants.

No Endorsements from Government Branches and/or Agencies

Advertisements **MUST NOT SUGGEST** the University is endorsed by any of the following: the Department of Education, the Department of Veterans Affairs, state or federal law enforcement or regulatory agencies, or the U.S. Federal Government.

Attribute 'Grant' Data

If a specific dollar amount (\$) (including references to "up to" a specific dollar amount) of a grant and/or financial aid is listed on a webpage or advertisement, including in the headline, body text, Paid Search Ad (SEM), SEO, Display Advertising, and/or Third-party microsites, the headline must include a speculative qualifier and the associated landing page must provide reference to a reliable and accurate source for that specific dollar amount. The reference must pinpoint directly to the source for the specific dollar amounts (\$) referenced.

It is the policy of AU to not be part of any advertising that fails to attribute financial statements related to the sum an individual could possibly obtain via grants and/or financial aid.

Attribute 'Grant' Information Accurately

Various federal grants have various stipulations. For example, the Pell Grant is strictly for students pursuing their first undergraduate degree (Associate's or Bachelor's). Therefore, graduate programs from Ashford University are prohibited from being displayed on a Web page that provides information on the Pell Grant, no matter how accurately the information is presented.

Pursuant to AU policy, Ashford University may not be listed on any page or promoted through any advertising that fails to provide accurate and reliable substantiation for statements made relating to an individual's ability to obtain grants, or the amount of grant funding that could be available to a prospective student.

FORBES SCHOOL OF BUSINESS® ADVERTISING

FORBES SCHOOL OF BUSINESS® POLICY

Ashford University has permission to use the name "Forbes School of Business" pursuant to a license agreement with Forbes Media. The following guidelines are required to be met by all third-party vendors who advertise the Forbes School of Business at AU in order to ensure strict adherence to AU's contractual obligations to the Forbes parties. As always, unique content is subject to AU review and pre-approval.

Vendors that utilize the "Forbes School of Business" name in the course of inquiry generation activities for AU is authorized to do so only upon meeting all of the following requirements:

- I. Each inquiry provider must adhere to the Content Brand Standards located in the Dojo, as the same may be updated from time to time by Ashford. Any deviation from the content brand standards must be submitted and approved by BPI Marketing and Marketing Compliance before it is launched.
- II. Please mark the **FIRST USE** of each "Forbes School of Business at Ashford University" with the appropriate trademark symbol "Circle R." It should read "Forbes School of Business®." Please use the superscript version of Circle R. The trademark designation should occur the first time the "Forbes School of Business" appears on a page, but does not need to be used multiple times on one page.
- III. On each Web page that includes the mentioning of the Forbes School of Business, post a trademark notice stating "Forbes School of Business is used under license."
- IV. Vendors may not use the Forbes name in any other combination than "Forbes School of Business at Ashford University" or as set forth in the content brand standards.
- V. Paid search campaigns conducted by vendors may not include paid search involving the Forbes brand; each vendor engaging in paid search advertising must set "Forbes" as a negative keyword in their search campaigns.
- VI. The Forbes School of Business name may only be displayed on a website that is professional in presentation and is not connected in any way with any activity that is illicit, immoral, unethical, illegal, or which would damage the reputation of the Forbes name in any way.

- VII. Vendors are not authorized to register or establish any domain name or subdomain utilizing the Forbes or Forbes School of Business name.
- VIII. Vendors are not authorized to display any Forbes name or mark on any foreign-hosted or owned website, or in connection with the active solicitation of any students outside of the United States.
- IX. If requested by Marketing or Marketing Compliance, the vendor must be prepared to update or remove any nonconforming Forbes content or display promptly and in no event longer than twenty-four (24) hours following the notice to the vendor by BPI.
- X. Vendors may not send emails to prospective students utilizing the Forbes School of Business name or referring to Forbes without the prior review and approval by BPI's Marketing and Marketing Compliance departments.

Approval Requests for Unique Content

If you plan on utilizing material, outside the Content Brand Standards, for the Forbes School of Business, it must go through the approval process that was presented earlier in this guide.

- Approval requests can be submitted to your assigned Bridgepoint Education Inc. Media Buyer, and cc'd to Amy Yarnall, amy.yarnall@bpiedu.com, Marketing Compliance Manager.

PROHIBITED TYPES OF FINANCIAL INCENTIVIZATION

Incentivization/Endorsement using the following words/phrases may not be used in advertising of which AU is associated.

- No high school diploma required
 - Loans
 - Free Money
 - Get Paid
 - Win
 - Cash Back
 - No Prerequisites
 - High Transferability of Credits/High Transfer Credit rate
 - Tuition discounts
 - Obama
 - Uncle Sam
 - The U.S. President
 - Unauthorized endorsement driven campaigns
 - Unverifiable, unreliable expert opinions and data
 - Campaigns whose traffic is driven by references to: Food Stamps/Medicaid/Food Cards or Coupons.
 - Veterans Affairs Bill Approved Schools or VA Approved Schools
- *Please note the Veterans Affairs does not approve or endorse schools. If running Ashford University advertising with similar advertising, the content must be changed and go through the Prior Approval Process*

Incentives: Financial Assistance

- Free Money
- Free Scholarship
- Guaranteed Eligibility
- Guaranteed Financing
- Mention of Consolidation Loans- (AU doesn't offer any)
- Mention of Private Loans- (AU doesn't offer any)

Approved Financial Verbiage

- *Financial aid may be available for those who qualify.*

PROHIBITED DEGREES AND CAREERS FROM ONLINE ADVERTISING

Vendors are prohibited from associating Ashford University with any of the following programs or careers because AU does not offer or lead to any of the following outcomes.

Review this section carefully when considering advertising placement for AU degree programs. An egregious placement of AU with any of the following, depending on the severity, may result in a possible sanction on the campaign, up to and including termination of the contract agreement between the vendor and AU. This list is not exhaustive and is subject to modification from time to time.

Prohibited Degrees and Careers				
Acupuncture	Aerospace Engineering	Allergist	Archaeology	Architecture
Aromatherapy	Art	Automotive Mechanic	Aviation	Audiologist
Baking	Biology	Biological Anthropology	Marine Biology	Cardiovascular Technology
Certificates	Chiropractor	Christianity	Clinical Assisting	Clinical Microbiology
<i>Become a Clinical Psychologist</i>	<i>Become a Social Worker</i>	<i>Becoming a Teacher</i>	<i>Become a Teacher</i>	<i>Become a Therapist</i>
Computer Graphics	Computer Programming	Construction	Construction Technology	Cosmetology
Counseling	Cooking School	Culinary Arts	Dental Assistance	Dental Hygienist
Dentistry	Dermatologist	Diesel Engine Mechanic	Dietician	Divinity
Doctor of Medicine (MD)	English as a Second Language (ESL)	Engine Mechanic	Engineering (Civil, Electrical, Structural)	EMT
Fashion Design	Fashion Merchandising	Fire Safety	Forensics	Game Design
Graphic Design	<i>Get Your Degree in Teaching</i>	Heating, Ventilation, and Air Conditioning (HVAC)	Hydrologists	<i>How to Become a Teacher</i>
Interior Design	K-12 Teaching	Laboratory Science	Law Degree	Massage Therapy
Medical Assisting	Medical Billing	Medical Coding	Medical Transcription	Mortuary Services
Nursing (RN, LPN, LVN, MSN)	Nurse Practitioner	Occupational Therapy	Ophthalmology	Paralegal Studies
Pathologist	Pharmaceutical Management	Pharmacy Technician	Phlebotomy	Photography
Physical Therapy	Physics/Physicists	Pre-Law	Pre-Med	Radiology

Religious Studies	Residential Planning	Recreational Therapist	Sign Language	Surgeon
Surgical Tech	Teacher Certification	Teacher Certified Programs	TESOL	Theology
Ultrasound Technician	Web Design	Veterinary	Veterinary Assistant	Vision Science/Optics
Yoga	X-ray Technician	Prohibited Degrees and Careers		

OLD TERMINOLOGY (DO NOT USE)	ALTERNATIVE VERBIAGE TO USE
Get a Degree	<ul style="list-style-type: none"> • Earn A Degree • Degree programs are available • By earning a degree...
Application Fee	Not Applicable. There is no longer an application fee
Admissions Counselor/University Advisor	Enrollment Services Advisor
Financial Aid Specialist	Readiness Advisor
Academic Advisor	College Advisor

TELEMARKETING CONSUMER PROTECTION ACT (FCC)

Collecting Prior Express Written Consent from the Prospective Student

The Federal Communications Commission (FCC) amended its Telephone Consumer Protection ACT (TCPA) of 1991 to require prior express written consent for all autodialed or pre-recorded telemarketing calls to wireless numbers and for prerecorded calls to landlines.

In summary, the rule states: *No telemarketing call may be made to a consumer's cell phone using an automatic telephone dialing system without obtaining the prior express written consent from the consumer.* It defines an automatic dialing system (ATDS) or auto-dialer as a predicative dialer, power dialer, click-to-call, or anything that can dial numbers without human intervention.^{ix}

To comply with the TCPA, vendors are required to complete the following before publishing a new inquiry form on the Web, on behalf of AU:

Submit the TCPA Prior Express Written Consent Statement to be used to Marketing and Marketing Compliance for review and approval from Marketing Compliance, who may on consult Legal, if necessary. This submission should include a screenshot showing where the TCPA statement would be placed on the lead form

- Submit all URLs that will be used to generate inquiries for the campaign.
- Ensure the campaign is 100% implemented with LeadID and the LeadID TCPA Solution and confirm this with the Media Buyers.
- If you (the vendor) have your own version of the TCPA Consent Statement that you would like to use, follow the steps above, and submit the unique TCPA Consent Statement to Marketing Compliance for approval.
- Ashford University has adopted verbiage and standards, which are recommended for your use. If you choose to use this version, please notify Marketing Compliance. If you have questions, or concerns please contact the Marketing Media Buyers or Marketing Compliance.

INQUIRY FORM STANDARDS

Ashford University Inquiry Form Requirements

To ensure vendors conform to the lead form field requirements and also conform to regulations set forth by the Telemarketing Consumer Protection Act (TCPA), referenced earlier in this Guide, Marketing and Marketing Compliance has included the following standards. These standards are a requirement on all prospective student inquiry forms.

Please always be prepared to provide background information on how the inquiry was obtained and landing page environment of lead origin, if requested by Marketing or Marketing Compliance.

Ensure the following verbiage is applied to all inquiry forms (lead generation forms), and ensure the verbiage is clear and conspicuous on the forms. Or ensure that the vendor lead form(s) have an alternative TCPA consent present that has been approved by Marketing Compliance, who may consult Legal, if necessary.

Ashford Version	By checking this box, I consent to receive phone calls, prerecorded messages and/or text messages about educational services from Ashford University at the phone number(s) provided, including a wireless number, using automated technology. Submitting this form is required for Ashford University to contact me without obligation to attend the University.
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FORM REQUIREMENTS

- I. The form must include an approved *'opt-in checkbox' or a 'submit button.'*
- II. If utilizing a **'checkbox,'** it must be left unchecked, and the prospective student must check it in order for the inquiry to be submitted as valid.

If a **'submit'** button is used, please correspond with Marketing Compliance for approval. Please note the button must be actively **'pushed'** by the consumer for it to count as a submission and valid lead.
- III. The lead form must utilize the approved prior written express consent (PEWC) verbiage on each lead generation (student inquiry) form, unless Legal and Marketing Compliance. Prior to use, all alternative versions must be approved by Legal and Compliance.
- IV. The prior express written consent (PEWC) verbiage must remain clear and conspicuous. It may not list additional vendor information, including, but not limited to, a full vendor privacy policy, its select terms and conditions, and/or refer to a promotional campaign or unrelated statement which, upon review, would cause the AU PEWC consent to become unclear and no longer conspicuous.
- V. A vendor's own consent language cannot be paired with AU's consent language. It must remain separate. The consumer must not be required to opt-in to a vendor privacy policy or its terms and conditions in order to request information from AU.
- VI. There are a certain number of required fields in the lead form; these must all be present as indicted by Marketing.

INQUIRY DELIVERY

To reiterate, upon delivery:

- I. All inquiry generation forms used to generate inquiries on behalf of Ashford University must be compliant with the amended TCPA.
- II. Inquiries must be delivered affirming the consumer's consent. If a submit button and check-box exist, then both must be marked to confirm consent and have the lead be valid submission

- III. **FOR ONLINE THIRD-PARTY ADVERTISING CAMPAIGNS:** Upon delivery, inquiries must flow through the Lead Management System, and include, at the time of submission, a "Yes" in the consent to call field to affirm the consent and be converted into a valid PEWC lead.
- IV. **FOR CALL CENTER CAMPAIGNS:** Upon delivery, inquiries must flow through the Lead Management System and include at the time of submission a "NO" in the consent to call field to affirm the consent.
- V. All inquiries are to be delivered in "real time".

AD LAYOUT REQUIREMENTS & RESTRICTIONS

- **Headlines and subheads-** phrases and any other statements made must be truthful; they cannot promise or guarantee anything on behalf of AU where the University's name and or degree program(s) are listed.
- **Body Copy-** the primary copy on a Web site that lists AU must be related and relevant to the AU programs and/or the AU educational services. Body Copy must not violate the Department of Education's **Misrepresentation Rule** or any other legal requirement.
- **Photos** must depict the appropriate environment and be relevant to the curriculum taught at AU if AU degree programs are listed or mentioned in the ad.
- **Graphics** must depict the appropriate environment for the body content and be applicable to the AU programs mentioned on the page.
- **AU Logo(s)** - the vendor agrees to use the current AU logos, either primary or secondary logo, and agrees to not modify the AU logos, combine it with another mark, or register any marks similar to the AU logos.

ADVERTISING POSITIONING/LAYOUT

*Marketing Compliance is aware a website's advertising layout could potentially mislead a prospective student, current student, or the general public by its ambiguity. This ambiguity could lead to a misrepresentation risk for Ashford University and its degree offerings. In order to curb this risk, Marketing Compliance has issued the following layout requirements for its branded online advertising. ***If you have any questions, please direct them to Kristopher Seanez, Kristopher.Seanez@bpiedu.com, or Janea Morgan, Janea.Morgan@bpiedu.com, Marketing Compliance specialists.***

Required

- All website advertising must distinctly identify the AU brand and the programs offered. Online advertising can bear no misleading implications about the programs offered by the institution due to the website's layout or content. This requirement includes any headlines which introduce a degree program.
- If AU should appear on a vendor or affiliate Web page with unrelated degree program content, it must be listed under a "Featured Colleges" header or "Popular Colleges" header or listed in another manner which has been approved for use. AU must remain distinct and clearly separate from the unrelated degree program content, and the entire Web page must not mislead individuals into believing that the unrelated degree program content relates to AU.
 - AU may be listed on a page with unrelated content **if, and only if**, the following conditions are met:

- The University is listed as a “Featured College” or “Popular College” and there is a clear separation from the unrelated content.
- A clear and conspicuous statement is in close proximity to the “Featured College” or “Popular College” sub-headline which states the school(s) included on the list is unrelated to the content of the page, or the school(s) does not offer the degree programs described in the main content body. Alternatively, sub-headlines may state “Featured Programs without [unrelated degree]” or “Popular Colleges without [unrelated degree]”

Prohibited

- It is unacceptable for Ashford University’s name, logo, or degree programs to appear on a vendor or affiliate Web page whose content is unrelated to the degree programs or services offered at AU.
- If an evaluation of advertising is necessary, the Web page’s banners, headers, and advertising positioning will be reviewed. This review includes potentially misleading conclusions about AU’s degree programs, financial charges or other services.

EXAMPLE: REQUIRED WEB PAGE LAYOUT FOR THE AU BRAND



UNAPPROVED

- Listed degree program content not offered by AU
- List of degree programs

AU may NOT be listed under the following headers unless claim is thoroughly substantiated and a reference to the substantiation is included.

List of Best Matching Schools
Best School Choices
You were matched with these Top schools
Most Popular Colleges based on those who read content on the above program
Top Colleges
Best Colleges
Similar Programs

Career Driven Advertising for Online Degrees accompanied with a prospective student inquiry generation form

Phrases like the following are prohibited when used in association with Ashford University' programs:

Start Your Career Path Today
Education to Advance Your Career
Get the Job You Want

APPROVED



Acceptable Phrases:

Popular Colleges

Popular Universities

Featured Colleges

*"The following colleges do not offer programs in..." (if content is unrelated)

Top Banner

This Banner must be distinguishable and separate Ashford University from the actual content

*"Ashford University does not offer degree programs in..." (if content is unrelated)

Web Page Content

Bottom Banner

This Banner must be distinguishable and separate AU from the actual content

"Ashford University does not offer degree programs in..." (if content is unrelated)

Webpage content

SIDE BAR

Side bar cannot suggest or imply AU is associated with programs it does not offer.

Acceptable Phrases:

Popular Colleges

Popular Universities

Featured Colleges

*"The following colleges do not offer programs in..." (if content is unrelated)

The following has been provided to serve as a checklist for your online advertising efforts. It summarizes some of the key elements of vendor compliance. Compliance with this checklist does not relieve a vendor or its affiliates from the other obligations provided in this Guide.

AU VENDOR CHECKLIST: ONLINE ADVERTISING

TCPA

- ✓ Ensure the prior written express consent verbiage is added to all inquiry generation forms, including an *opt-in checkbox* or *approved submit button*.
- ✓ Ensure the consent is delivered with the inquiry into the BPI Lead Management System.

Advertising Collateral and Assets

- ✓ Use the most current version of the Content Brand Standards in advertising copy
- ✓ Use the current program list, located in the Dojo.
- ✓ Ensure the current program list and Content Brand Standards are accessible to all approved parties who advertise on behalf of Ashford University.
- ✓ Confirm all non-standard copy has been vetted through the "Advertising Approvals" process.
- ✓ Ensure correct grammar, spelling, and punctuation are used throughout advertising.
- ✓ Accurately display Ashford University's accreditation.

Disclosures

- ✓ Accurately display a degree program's *Special Terms and Conditions*, when applicable.
- ✓ Include the Gainful Employment disclosure link whenever a degree program is listed and/or described.
- ✓ Ensure the geographical statement, listed in the onboarding documents, is on all inquiry generation forms so to be visible to the consumer.
- ✓ Ensure web page is properly formatted to adequately separate Ashford from any and all unrelated content and degree programs.

Compliance Bulletins

- ✓ Review all Ashford University memos and policy updates for advertising.

PROHIBITED ACTIVITIES

If Ashford University determines the vendor or an affiliate has violated any of these prohibited provisions, it may (without limiting any rights or remedies otherwise available to the institution) exercise all remedies available to it under the IOs or MSA.

Vendors and their affiliates are prohibited from the following:

General

Including Ashford University's brand and/or program offerings on websites that are inappropriate or unethical; promote violence, profanity, racism, religion, gambling, sexual exploitation or pornography.

Using press releases to promote interest in Ashford University that is released by a non-authorized party. Bridgepoint Education has a dedicated Public Relations department responsible for executing our own branding and public relations efforts. ***If you have any questions, please direct them to Amy Yarnall, Marketing Compliance Manager, amy.yarnall@bpiedu.com***

Deviating from the Content Brand Standards without express prior approval from Marketing Compliance.

Soliciting students for enrollment by causing any advertisement to be published in job help wanted columns in newspaper (print and online), in any magazine, advertisement, or other publication or blind advertising that fails to ID the institution. This prohibited activity would not include rotating advertisements, including, but not limited to: Google Display Network.

Deviating from the information available in the asset library.

Consumer Awareness

Providing statistics about the traditional Ashford University campus, located in Clinton IA, unless those statistics are clearly identifiable, attributed, and current. A clear distinction must be apparent between the online program information, including statistics, and that of Ashford University's traditional campus.

Using blind links, where users are not made aware they will navigate to an institution Web site or fill out a prospective student inquiry generation form.

Pre-populating a prospective student inquiry generation form.

Generating prospective student inquiries via bots, macro programs, Internet Agents, or any other automated tactic.

Spamming search engines; stuffing Web pages with key words for the purpose of search engine optimization (SEO); building invisible gateway Web pages that only search engines can read for the purpose of SEO optimization; or any other measures taken to deceive consumers, spiders, or Web crawlers.

Causing consumer confusion regarding the relationship that exists between the vendor and the institution or the Web property on which the links or other content have been placed.

Incentives

Offering a consumer any inducement of any kind to click on a link or fill out a prospective student inquiry generation form.

Requiring a consumer to click on a link or fill out a prospective student inquiry generation form in order to obtain another benefit.

Monetary incentives in internet advertising to obtain prospective student inquiries. These incentives may include application fee waivers, tuition discounts, free book promotions, or any type of gift for completing an interview, an application, or providing a referral. Examples include **"Receive Free Financial Aid," "Pell Grants Available," "Free Money to go Back to School," "Go Back to School with Grants."**

Requiring a visitor to complete a form in order for them to participate in a sweepstakes, contest, obtain coupons, or sign-up for a giveaway or apply for a job.

Any job-search related prospective student inquiries that do not include an explicit opt-out of information from education services providers or does not use similar language will not be accepted.

Using Ashford University in any advertising that employ the following (or similar) words and phrases: free money, free scholarships, grants, private loans, consolidation loans. In addition, vendors are prohibited from using any ads or webpages that represent, suggest, or imply that financial aid will be available to a prospective student and/or guarantee any form of financial aid for students upon enrollment.

Fraud

Using splogs (I.e. maintaining false information on a blog.)

Masking the true identity of a user agent consumer IP address.

Ranking Ashford University in a "best college" list or similar list that provides users with a biased ranking (I.e. 1-30, of the top colleges, best colleges) in efforts to generate prospective student inquiries. All rankings listed on pages must come from a source approved by Ashford University.

Utilizing invisible gateway Web pages for the purpose of search engine optimization.
Submitting consumer information without their knowledge or consent, including information captured from Craigslist or other job sites that do not clearly state the information will be shared with education services providers.
Misrepresentation
Expressing or implying an endorsement or opinion by, or from, the U.S. government, the U.S. president, or any other government official or U.S. Federal department, including the U.S. Department of Education or U.S. Department of Defense, to entice student inquiries.
Listing programs not offered by Ashford University. If a vendor were to incorrectly state Ashford University offered programs that it did not, it would be a direct violation of the misrepresentation rules and regulations set forth by the Department of Education.
Making any false, erroneous, or misleading statement about the institution(s)' programs and their descriptions or its advertising and promotional offerings.
Presenting any false, exaggerated, or misleading statements about the institution(s), its staff, or services.
Advertising in any other language besides English is strictly prohibited. This requirement includes copy listed on prospective student inquiry generation campaigns and content listed on vendor and affiliate websites. Ashford University does not offer instruction to support non-English-speaking students.
Discussing conditions under which transfer credits will be acceptable from one institution to another.
Making any representations that promise, suggest, or imply that certain degrees will guarantee or qualify prospective students/students for acceptance into a union or to receive a local, state, or federal licensure or non-governmental certificate, which may be a pre-condition for employment.
Engaging in any false, deceptive, or discriminatory presentation of the institution(s)' tutorial or specialized instruction, guidance, counseling, or supplemental assistance provided to students before or after the completion of their course(s).
Making any representations that promise, suggest, or imply that enrollment in or graduation from one of AU's degree programs is likely to lead to attainment of a job, career, or employment, at any time.

MARKETING ASSETS

- Vendors can find a list of approved programs in Dojo. It is imperative you reference this list only when listing AU degree programs.
- Please contact your Media Buyer point-of-contact for approved content, logos and student testimonials.

SUPPORT SERVICES

For content approval requests and questions pertaining to vendor compliance, please direct all inquiries to the following:

Bridgepoint Education, Inc. Media Buying Team	John Maas Director of Student Acquisition Marketing P. 858.513.9240, x 11615 John.Maas@bpiedu.com
	Lylah Dixon Online Media Specialist P. 858.513.9240, x 11638 Lylah.Dixon@bpiedu.com
	Timothy Roche Media Buyer P. 858.513.9240, x 11639 Timothy.Roche@bpiedu.com
	Amanda Tomchak Online Media Specialist P. 858.513.9240, x 11637 Amanda.Tomchak@bpiedu.com
Bridgepoint Education, Inc. Marketing Compliance Team	Amy Yarnall Marketing Compliance Manager Bridgepoint Education P: 858.513.9240, x 11331 Amy.Yarnall@bpiedu.com
	Kristopher Seanez Marketing Compliance Specialist P: 858.513.9240, x 11332 Kristopher.Seanez@bpiedu.com
	Janea "Jae" Morgan Marketing Compliance Specialist P: 858.513.9240, x 11333 Janea.Morgan@bpiedu.com

Appendix

i Act of March 21, 1938, Ch. 49, § 3, 52 Stat. 111 (codified at 15 U.S.C. § 45(a) (1) (1994)). Retrieved from <http://www.federalreserve.gov/boarddocs/supmanual/cch/ftca.pdf>

ii Association of Private Sector Colleges and Universities; Guidance- The Misrepresentation Rule and Third-Party Vendors.

iii Act of March 21, 1938, Ch. 49, § 3, 52 Stat. 111 (codified at 15 U.S.C. § 45(a) (1) (1994)). Retrieved from <http://www.federalreserve.gov/boarddocs/supmanual/cch/ftca.pdf>

iv Federal Register/Vol. 75, No. 209/ October 29, 2010 /Rules and Regulations, Subpart F-Misrepresentation: 668.71, Scope and special definitions, <http://www2.ed.gov/legislation/FedRegister/finrule/2010-4/102910a.html>).

v Federal Register/Vol. 75, No. 209/ October 29, 2010 /Rules and Regulations, Subpart F-Misrepresentation: 668.71, Scope and special definitions, <http://www2.ed.gov/legislation/FedRegister/finrule/2010-4/102910a.html>).

vi Federal Register/Vol. 75, No. 209/ October 29, 2010 /Rules and Regulations, Subpart F-Misrepresentation: 668.71, Scope and special definitions, <http://www2.ed.gov/legislation/FedRegister/finrule/2010-4/102910a.html>).

vii FCC, (November 30, 2012), Telemarketing Policy. Retrieved from <http://transition.fcc.gov/cgb/policy/telemarketing.html>
FCC (February 15, 2012), FCC Strengthens Consumer Protections Against Telemarketing Robocalls. Retrieved from <http://transition.fcc.gov/cgb/policy/telemarketing.html>

viii "About BLS"; April 11, 2013. Retrieved from <http://www.bls.gov/bls/infohome.htm>

ix FCC, (October 16, 2012). Federal Register, Volume 77 Issue 200. Retrieved from <http://www.gpo.gov/fdsys/pkg/FR-2012-10-16/html/2012-25316.htm>

Ashford University- Content Brand Standards

Ashford Brand Positioning-Online: updated 6/24/15

30 words

Technology changes everything®

You've found Ashford University, where school comes to you. Ashford delivers relevant degree programs to you everywhere, any time, with a supportive community where you belong.

Commented [lw1]: Use only as a headline

60 words

Technology changes everything®

Now school comes to you, making earning your college degree a real possibility. Experience a new way of learning through the innovative online experience at Ashford University. Earn the Associate's, Bachelor's, or Master's degree you've always wanted. Knowledge is everywhere, for everyone.

Commented [lw2]: Use only as a headline

220 words

Technology changes everything®

Now school comes to you, making earning your college degree a real possibility. Experience a new way of learning through the innovative online experience at Ashford University. Earn the Associate's, Bachelor's, or Master's degree you've always wanted. Your Ashford University experience brings you:

Commented [lw3]: Use only as a headline

Relevance

Pursue a course of study that covers the full spectrum of knowledge – from eMarketing and Cognitive Studies to Psychology and Environmental Studies.

Technology

The world is your campus. The Ashford Mobile app lets you keep in touch with your courses and classmates while on-the-go. Plus many courses offer ways to study, learn, and share from cloud content, instead of heavy textbooks.

Community

Join a diverse student body where you belong. Students, faculty, and alumni interact and support each other from across the country and the world. Social media allow everyone in the Ashford community to connect and network whenever you wish.

Tradition

All students are invited to join their fellow graduates at commencement. Thousands of students from across the country gather to celebrate.

If you had your degree, would it change you? Join Ashford University. Enroll today.

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Ashford University's Mission: The mission of Ashford University is to provide high-quality, accessible, affordable, innovative, educational programs that meet the diverse needs of individuals pursuing advancement in their lives, professions, and communities.

## Content Templates for Online Colleges

### **Forbes School of Business® - updated 5/19/16**

#### **120 words**

Become the leader you know you can be. The Forbes School of Business® at Ashford University combines the power and flexibility of online learning with high-quality, topical Forbes content so you learn business fundamentals as well as keep current on business trends, triumphs, and tragedies. As a Forbes School of Business student, you have access to:

- **SCHOLARSHIPS**  
You may qualify to apply for the Entrepreneurship Scholarship or the Senior Project Scholarship.
- **DISTINGUISHED SPEAKER SERIES**  
These unique events give you access to today's great business minds.
- **FORBES ONLINE LIBRARY**  
A vast library of resources is available to you, including opinions from top minds and other high quality content from Forbes magazine, dating back almost a century.

#### **80 words**

Become the leader you know you can be as a student of Forbes School of Business® at Ashford University. Get the power and flexibility of online learning with high-quality, topical Forbes content so you learn business fundamentals as well as keep current on business trends, triumphs, and tragedies. Enjoy unique, invitation-only speaker series and webinars featuring Forbes business experts, and gain access to a vast library of Forbes' resources. You may also qualify for scholarships.

#### **45 words**

Become the leader you know you can be as a student of Forbes School of Business® at Ashford University. Get the power and flexibility of online learning with high-quality, topical Forbes content so you learn business fundamentals as well as keep current on business trends, triumphs, and tragedies.

#### **25 words**

Become the leader you know you can be as a student of Forbes School of Business® at Ashford University.

An additional quote that could be used:

"This collaboration is a natural extension of what Forbes has been doing for nearly 100 years: providing people with information and insights to enable them to develop their own talent and become true entrepreneurs."

- Steve Forbes

## **College of Education**

#### **120 words**

Those who can, do. And educators ensure that future generations can, too. Contribute your knowledge and skills in the College of Education at Ashford University. Choose from several degree programs at the Associate's, Bachelor's, or Master's level. No matter which degree you choose, your curriculum will include ways to make education more inclusive for diverse learners, as well as modern-day best practices for instruction. At the completion of your degree program, you'll be well prepared. You might administer a school district or push for change on behalf of students. Get to know your experienced faculty members, who will share their real-world experience with you. Choose education!

#### **80 words**

Those who can, do. And educators ensure that future generations can, too. Contribute your knowledge in the College of Education at Ashford University. Choose a degree at the Associate's, Bachelor's, or Master's level. No matter which degree you choose, your curriculum will include modern-day best practices for instruction. At the completion of your degree program, you'll be well prepared. You might administer a school district or push for change on behalf of students. Choose education!

#### **45 words**

Contribute your knowledge in the College of Education at Ashford University. Your curriculum includes best practices for instruction. At the completion of your degree program, you'll be well prepared to administer a school district or push for change on behalf of students. Choose education!

#### **25 words**

Contribute your knowledge in the College of Education at Ashford University. Your curriculum includes best practices for instruction.



## **College of Health, Human Services, and Science**

### **120 words**

The health care industry is growing and changing fast. Take a stand for healthy lifestyles in the College of Health, Human Services, and Science at Ashford University. Choose from a dozen degree programs at the Bachelor's level or the Master of Arts in Health Care Administration. No matter which degree you pursue, your curriculum will include best practices for the health care industry, as well as up-to-date trends and information. You'll delve into the social, political, ethical, legal, and economic factors that make the US health care system so complex. Get to know your experienced faculty members, who will share their real-world experience with you. Join the College of Health, Human Services, and Science, and enter the world of healthy living.

### **80 words**

The health care industry is growing and changing fast. Take a stand for healthy lifestyles in the College of Health, Human Services, and Science at Ashford University. Choose a degree at the Bachelor's or Master's level. No matter which degree you pursue, you'll find the same up-to-date trends and information. Delve into the factors that make the US health care system so complex. Join the College of Health, Human Services, and Science, and enter the world of healthy living.

### **45 words**

Take a stand for healthy lifestyles in the College of Health, Human Services, and Science at Ashford University. In your curriculum, you'll discover up-to-date trends and information. Join the College of Health, Human Services, and Science, and enter the world of healthy living.

### **25 words**

Take a stand for healthy lifestyles in the College of Health, Human Services, and Science at Ashford University. Discover up-to-date trends and information.

## **College of Liberal Arts**

### **120 words**

What can you do with a liberal arts degree? Explore the world! Communicate! Think! Yes, there's no limit to what you can do with a broad degree from the College of Liberal Arts at Ashford University. Choose from more than a dozen degree programs at the Bachelor's level. Each degree program is unique and covers a distinct body of knowledge – from social science and humanities to security and law. No matter which degree you pursue, your curriculum will teach you to conduct research while challenging your critical thinking skills. Get to know your experienced faculty members, who will share their real-world experience with you. Embark on a journey of discovery in the College of Liberal Arts.

### **80 words**

There's no limit to what you can do with a broad degree from the College of Liberal Arts at Ashford University. Choose a degree at the Associate's or Bachelor's level. No matter which degree you pursue, your curriculum will challenge your critical thinking skills. Get to know your experienced faculty members, who will share their real-world experience with you. Embark on a journey of discovery in the College of Liberal Arts.

### **45 words**

There's no limit to what you can do with a broad degree from the College of Liberal Arts at Ashford University. Choose a degree program that challenges your critical thinking skills. Embark on a journey of discovery in the College of Liberal Arts.

### **25 words**

There's no limit to what you can do with a broad degree from the College of Liberal Arts at Ashford University.

## **Content Templates for Online Degree Programs**

### **Associate's programs**

#### **Associate of Arts in Early Childhood Education – special terms and conditions**

##### **Certification/Licensure Terms and Conditions**

Successful completion of the Associate of Arts in Early Childhood Education program by itself does not lead certification or licensure in any state. It is the student's responsibility to determine individual state requirements for teacher certification or licensure. Please refer to [Education Resource Organizations Directory \(EROD\)](#) for individual state requirements for teacher certification or licensure. Please be advised that states change their policies from time to time and students are advised to check regularly with their state regulatory agencies' policies and procedures relating to licensure. Further, a criminal record may prevent an applicant from obtaining licensure, certification, or employment in this field of study.

#### **Associate of Arts in Early Childhood Education – summary**

##### **100 words**

Launch your education when you earn your online Associate of Arts in Early Childhood Education degree from Ashford University. Take the first steps toward qualifying for high-demand jobs in daycare, preschool, and elementary schools. You'll find your online courses in this 67-credit program, taken one at a time for five weeks each, focus on important topics in early childhood, such as: development, learning assessment, special learners, and instructional strategy. Upon completion of your Associate's degree at Ashford, you can transfer your credits toward any of Ashford's many Bachelor's degree programs.

##### **60 words**

Launch your education when you earn your online Associate of Arts in Early Childhood Education degree from Ashford University. Take the first steps toward qualifying for high-demand jobs in daycare, preschool, and elementary schools. Your online courses in this 67-credit program focus on early childhood topics, such as: development, special learners, and instructional strategy. Transfer these credits toward any Bachelor's degree at Ashford.

##### **30 words**

Launch your education – earn your online Associate of Arts in Early Childhood Education degree from Ashford University. Focus on early childhood topics such as development, learning assessment, special learners, and instructional strategy.

#### **Associate of Arts in Military Studies – summary**

##### **100 words**

Promote yourself and potentially your career – earn your online Associate of Arts in Military Studies degree from Ashford University. This entry-level online degree program may help if you seek to advance in your military career. You'll find your online courses in this 64-credit program, taken one at a time for five weeks each, focus on topics important to the military, such as: political science, international relations, history, and peacekeeping. Upon completion of your Associate's degree at Ashford, you can transfer your credits toward any of Ashford's many Bachelor's degree programs.

##### **60 words**

Promote yourself and potentially your career – earn your online Associate of Arts in Military Studies degree from Ashford University. This entry-level online degree program may help if you seek to advance in your military career. Your online courses in this 64-credit program focus on topics important to the military, such as politics, history, and peacekeeping. Transfer these credits toward any Bachelor's degree at Ashford.

##### **30 words**

Promote yourself and potentially your career – earn your Associate of Arts in Military Studies online from Ashford University. Focus on topics important to the military such as politics, history, and peacekeeping.



## Bachelor's programs

### Bachelor of Arts in Accounting – summary

#### 100 words

Earn your online Bachelor of Arts in Accounting degree from the Forbes School of Business® at Ashford University, and develop the necessary analytical, conceptual, and technical knowledge and proficiency in accounting. Build a solid foundation of accounting concepts, skills, and practical applications to prepare yourself for a wide array of professional opportunities. This degree will provide you with the ability to demonstrate fundamental accounting principles and procedures, employ technology tools related to the area of accounting, analyze alternatives to complex accounting problems, and utilize and integrate accounting information in business decision-making. Upon graduation, you will possess a practical understanding of these ideas and other important accounting concepts and skills.

#### 60 words

Earn your online Bachelor of Arts in Accounting degree from the Forbes School of Business® at Ashford University and develop the necessary analytical, conceptual, and technical knowledge and proficiency in accounting. Build a solid foundation of accounting concepts, skills and practical applications to prepare yourself for a wide array of professional opportunities.

#### 30 words

Earn your online Bachelor of Arts in Accounting degree from Ashford University and develop the necessary analytical, conceptual, and technical knowledge and proficiency in accounting. Build a solid foundation of accounting concepts, skills and practical applications.

### Bachelor of Arts in Accounting - specializations

Business Economics  
Entrepreneurship  
Finance  
Information Systems  
International Management  
Operations Management  
Project Management  
Public Administration

Commented [lw4]: Use as a list or with descriptions.

#### **Business Economics**

The Business Economics specialization prepares you to exercise leadership in business planning and policy. You will build both technical and business skills with this specialization added to your Bachelor of Arts in Accounting degree.

#### **Entrepreneurship**

Prepare to launch and manage entrepreneurial enterprises. You will increase your business and your technical skills when you add the Entrepreneurship specialization to your degree.

#### **Finance**

Add to your Bachelor of Arts in Accounting with a specialization in Finance. You will bridge the fields of finance and business to gain an understanding of the theoretical and practical approaches of financial management.

#### **Information Systems**

Take advantage of a wide range of opportunities in one of the fastest growing areas in business organizations. You will increase both business and technical skills with an Information Systems specialization added to your Bachelor of Arts in Accounting degree.

#### **International Management**

Broaden your Bachelor of Arts in Accounting with a specialization in International Management. You will prepare to exercise leadership in a diverse array of international and multicultural scenarios

#### **Operations Management**

Discover how to apply both organizational and technical skills when you add the Operations Management specialization to your degree program. The Operations Management specialization prepares you to succeed in a broad range of manufacturing and service business settings where quantitative skills are essential.

**Project Management**

Build on your Bachelor of Arts in Accounting with a specialization in Project Management. You will be well-equipped to seize new opportunities in this fast-growing field.

**Public Administration**

Promote civil society and social justice by adding a specialization in Public Administration to your Bachelor's degree. You will enhance the management skills you need to perform effectively within public, government, or not-for-profit organizations.

**Bachelor of Arts in Applied Behavioral Science - summary****100 words**

Employ your knowledge with your online Bachelor of Arts in Applied Behavioral Science degree from Ashford University. Study ways to understand behavior and solve social problems. This interdisciplinary degree provides you with diverse perspectives with which to address problems and find solutions. Build a broad foundation of skills from the disciplines of logic, law, psychology, and sociology. Learn about individual, family, and community problems and their solutions. Your online courses include a wide variety of topics, from community organizing to diversity and ethical decision making. This online degree program demonstrates your competence and ability to build and maintain effective relationships.

**60 words**

Employ your knowledge with your online Bachelor of Arts in Applied Behavioral Science degree from Ashford University. You will study ways to build and maintain relationships. Learn about individual, family, and community problems and their solutions. Your online courses include topics like diversity and ethical decision making. This online degree program demonstrates your ability to understand behavior and solve social problems.

**30 words**

Employ your knowledge with your online Bachelor of Arts in Applied Behavioral Science degree from Ashford University. This online degree program demonstrates your ability to understand behavior and solve social problems.

**Bachelor of Arts in Applied Linguistics – summary****100 words**

Articulate your success with your online Bachelor of Arts in Applied Linguistics degree from Ashford University. If your future goals focus on language acquisition or technology, then this online degree program is for you. The demand for professionals to teach essential language skills, for experts who understand natural language processing, and for speech therapists will continue to increase. Your online coursework covers both the theory and the practical applications of linguistics. Discover the structure of language and how it is learned. Explore language-related social issues and how they impact policy. This degree represents your competence in computational linguistics, teaching English, and speech pathology.

**60 words**

Articulate your success with your online Bachelor of Arts in Applied Linguistics degree from Ashford University. Discover the structure of language and how it is learned. Explore language-related social issues and how they impact policy. This degree represents your competence in computational linguistics, teaching English, and speech pathology.

**30 words**

Articulate your success when you earn your online Bachelor of Arts in Applied Linguistics degree from Ashford University. This degree represents your competence in computational linguistics, teaching English, and speech pathology.

**Bachelor of Arts in Business Administration – summary****100 words**

Earn your online Bachelor of Arts in Business Administration degree from the Forbes School of Business® at Ashford University, and increase your project management, critical thinking, and leadership skills. You'll come to understand the relationships between marketing, quantitative theory, accounting, economic principles, and financial, human, and organizational management. Gain the technical knowledge, critical thinking skills, and the ability to communicate ideas in a collaborative environment. Use previous education to enhance and personalize your Bachelor's degree when you pair it with a specialization. Prepare for graduate school and a master's degree that can help you exceed your personal and professional goals.

**60 words**

Earn your online Bachelor of Arts in Business Administration degree from the Forbes School of Business® at Ashford University and increase your project management, critical thinking, and leadership skills. Understand relationships between marketing, accounting,



and financial, human, and organizational management. Use previous education to personalize this degree when you pair it with a specialization.

**30 words**

Earn your online Bachelor of Arts in Business Administration degree from Ashford University to understand relationships between marketing, accounting, and organizational management. Increase skills in project management, critical thinking, and leadership.

**Bachelor of Arts in Business Administration - specializations**

Entrepreneurship  
Finance  
Human Resources Management  
Information Systems  
International Management  
Logistics Management  
Marketing  
Operations Management  
Project Management  
Public Administration

Commented [lw5]: Use as a list or with descriptions

**Entrepreneurship**

Prepare to launch and manage entrepreneurial enterprises. You will increase your business and your technical skills when you add the Entrepreneurship specialization to your Business Administration degree.

**Finance**

Add to your Bachelor of Arts in Business Administration with a specialization in Finance. You will bridge the fields of finance and business to gain an understanding of the theoretical and practical approaches of financial management.

**Human Resources Management**

Elevate your Bachelor of Arts in Business Administration by adding a specialization in Human Resources Management. You will develop the skills and knowledge critical to effectiveness in this essential organizational function.

**Information Systems**

Take advantage of a wide range of opportunities in one of the fastest growing areas in business organizations. You will increase both business and technical skills with an Information Systems specialization added to your Bachelor of Arts in Business Administration degree.

**International Management**

Broaden your Bachelor of Arts in Business Administration with a specialization in International Management. You will prepare to exercise leadership in a diverse array of international and multicultural scenarios.

**Logistics Management**

Coordinate your career for success by adding a specialization in Logistics Management. You will learn how to distribute products, services, and material while preparing for a career managing transportation, warehouses, and supply chains.

**Marketing**

Explore different ways in which marketing and advertising shape our modern business world by adding a specialization in Marketing to your Bachelor's degree. You will expand your experience with branding, research, and consumer behavior.

**Operations Management**

Discover how to apply both organizational and technical skills when you add the Operations Management specialization to your degree program. The Operations Management specialization prepares you to succeed in a broad range of manufacturing and service business settings where quantitative skills are essential.

**Project Management**

Build on your Bachelor of Arts in Business Administration with a specialization in Project Management. You will be well-equipped to seize new opportunities in this fast-growing field.

**Public Administration**

Promote civil society and social justice by adding a specialization in Public Administration to your Bachelor's degree. You

will enhance the management skills you need to perform effectively within public, government, or not-for-profit organizations.

#### **Bachelor of Arts in Business Economics – summary**

##### **100 words**

Determine your future when you earn your online Bachelor of Arts in Business Economics degree from the Forbes School of Business® at Ashford University. In a world where even local events have global impact, the study of business economics is crucial for future leaders. In this curriculum, you will learn to collect, assess, and interpret data consistent with modern economic theory. Your online courses cover a variety of relevant subjects: from finance and international trade, to strategic planning and business life-cycles. You can be the one to make smart business decisions. Demonstrate your understanding of business decision-making in a complex economy.

##### **60 words**

Determine your future with your online Bachelor of Arts in Business Economics degree from the Forbes School of Business® at Ashford University. Your Bachelor of Arts in Business Economics degree demonstrates your understanding of business decision-making in a complex economy. Your courses cover subjects from finance to strategic planning.

##### **30 words**

Determine your future with your online Bachelor of Arts in Business Economics degree from Ashford University. By earning this degree, you demonstrate your understanding of business decision-making in a complex economy.

#### **Bachelor of Arts in Business Information Systems – summary**

##### **100 words**

Build a repository of skills in the modern business environment when you earn your online Bachelor of Arts in Business Information Systems degree from the Forbes School of Business® at Ashford University. This degree program is a great fit if you aspire to be a systems trainer, support specialist, e-commerce developer, or business analyst. Your Bachelor of Arts in Business Information Systems demonstrates your proficiency at designing, developing, implementing, as well as troubleshooting information systems in a high-tech organization. You will complete online coursework in database management, systems analysis, technology planning, programming concepts, business law, and procurement.

##### **60 words**

Build a repository of skills in the modern business environment when you earn your online Bachelor of Arts in Business Information Systems degree from the Forbes School of Business® at Ashford University. This degree demonstrates your proficiency at designing, developing, and implementing information systems in a high-tech organization. You will complete online coursework in database management, systems analysis, technology planning, programming concepts, business law, and procurement.

##### **30 words**

Earn your online Bachelor of Arts in Business Information Systems degree from Ashford University. Your completion of this undergraduate degree demonstrates your proficiency at managing information in a high-tech organization.

#### **Bachelor of Arts in Business Leadership - summary**

##### **100 words**

Develop your gift for guiding others with your online Bachelor of Arts in Business Leadership degree from the Forbes School of Business® at Ashford University. Entry-level candidates for leadership positions need to stay highly competitive. The best way to start is to earn a manager's basic credential: a Bachelor's degree. This degree demonstrates that you possess the knowledge and skills to lead business organizations. You will evaluate trends in social responsibility and examine the influence of strategic planning in a variety of environments. Your online courses include studies in psychology, communication, conflict management, and motivation.

##### **60 words**

Develop your gift for guiding others with your online Bachelor of Arts in Business Leadership degree from the Forbes School of Business® at Ashford University. Examine the influence of strategic planning in a variety of environments. This online degree program demonstrates that you possess the knowledge and skills to lead business organizations.

##### **30 words**

Lead the way! Earn your online Bachelor of Arts in Business Leadership degree from Ashford University. This degree demonstrates that you possess the knowledge and skills to lead business organizations.



### **Bachelor of Arts in Child Development – summary**

#### **120 words**

Be an advocate for kids. With your online Bachelor of Arts in Child Development degree from Ashford University, you will study the stages of development from infancy through adolescence.

More parents are returning to work after having children, so the demand for childcare jobs continues to grow. With this degree, you may seek opportunities in social work, childcare, or special education. Learn how families and communities impact children's growth. Your online courses include a wide variety of topics, from language acquisition to behavior and the critical role of play in children's education. This unique degree demonstrates your competence and ability in working with children. Cultivate your understanding of children with your Bachelor of Arts in Child Development.

#### **60 words**

Understand children and families with your online Bachelor of Arts in Child Development degree from Ashford University. You will study the stages of development from infancy through adolescence. Learn how families and communities impact children's growth. Your online courses include topics like language acquisition, behavior, and the role of play in children's education. This degree demonstrates your competence in working with children.

#### **30 words**

Understand children and families with your online Bachelor of Arts in Child Development degree from Ashford University. This online degree program demonstrates your competence and ability in working with children.

### **Bachelor of Arts in Cognitive Studies - summary**

#### **100 words**

Explore how we learn, solve problems, and make decisions when you earn your online Bachelor of Arts in Cognitive Studies degree from Ashford University.

Graduates of this degree program might pursue careers in rehabilitation, special education, or as developmental delay specialists. Your online courses include such topics as perception, reading, intelligence, and child development. Learn to identify changes in brain development over time and their impact on cognitive functions. Discover the unique needs of learners with cognitive delays, as well as programs to address their needs. This interdisciplinary degree incorporates psychology, neuroscience, and education.

#### **60 words**

Explore how we learn, solve problems, and make decisions when you earn your online Bachelor of Arts in Cognitive Studies degree from Ashford University. Learn to identify changes in brain development over time and their impact on cognitive functions. This interdisciplinary online degree program incorporates psychology, neuroscience, and education.

#### **30 words**

Explore how we learn, solve problems, and make decisions when you earn your online Bachelor of Arts in Cognitive Studies degree from Ashford University. This interdisciplinary degree incorporates psychology, neuroscience, and education.

### **Bachelor of Arts in Communication Studies – summary**

#### **120 words**

Extend your reach with your online Bachelor of Arts in Communication Studies degree from Ashford University. A Bachelor of Arts in Communication Studies makes a good fit if you are interested in pursuing a potential career in human resources, business and communications management, public policy and administration, journalism, or the media. Your Bachelor of Arts in Communication Studies degree will demonstrate your proficiency and competence as a professional in today's business world. Upon graduation, you will be well acquainted with modern communications, be highly trained in multicultural communications and conflict resolution, and exhibit advanced persuasion skills. Stretch your skills while enhancing your understanding of modern communications with your Bachelor of Arts in Communication Studies.

#### **60 words**

Extend your reach with your online Bachelor of Arts in Communication Studies degree from Ashford University. Demonstrate your proficiency and competence as a professional in today's business world. Upon graduation, you will be well acquainted with modern communications, be highly trained in multicultural communications and conflict resolution, and exhibit advanced persuasion skills.

#### **30 words**

Extend your reach with your online Bachelor of Arts in Communication Studies degree from Ashford University. Stretch your skills while enhancing your understanding of modern communications.

#### **Bachelor of Arts in Complementary and Alternative Health – summary**

##### **120 words**

Center yourself when you earn your online Bachelor of Arts in Complementary and Alternative Health degree from Ashford University. This online degree program examines spirituality and non-Western systems of integrated and holistic health.

Increasing cultural diversity has resulted in growing numbers of people who pursue complementary and alternative medicine. Take this opportunity to explore the history, practice, and delivery of non-allopathic health systems, including: Chinese medicine, Ayurveda, acupuncture, hypnosis, reiki, meditation, and prayer. In this curriculum, you will examine philosophical differences between holistic and conventional health approaches. Identify usage trends and disease management from a multicultural perspective. Take charge of mind, body, and spirit challenges.

##### **60 words**

Center yourself with your online Bachelor of Arts in Complementary and Alternative Health degree from Ashford University. This online degree program examines spirituality and non-Western systems of integrated and holistic health. In this curriculum, you will examine philosophical differences between holistic and conventional health approaches.

##### **30 words**

Earn your online Bachelor of Arts in Complementary and Alternative Health degree from Ashford University. This online degree program examines spirituality and non-Western systems of integrated and holistic health.

#### **Bachelor of Arts in Consumer and Family Financial Services -- summary**

##### **120 words**

Stay on track with your online Bachelor of Arts in Consumer and Family Financial Services degree from the Forbes School of Business® at Ashford University. If you seek a future in which you offer your expertise in financial planning to families, then this online degree program is for you.

More financial advisors are needed to assist the millions of workers retiring over the coming decades. Discover your own role as an advisor providing business service. Learn to evaluate investments based on risk and potential returns. Examine the role of insurance in personal financial planning. This degree says you are ready to provide sound financial advice to individuals outside of business.

##### **60 words**

Stay on track with your online Bachelor of Arts in Consumer and Family Financial Services degree from the Forbes School of Business® at Ashford University. Learn to evaluate investments based on risk and potential returns. This online degree program says you are ready to provide sound financial advice to individuals and families.

##### **30 words**

Earn your online Bachelor of Arts in Consumer and Family Financial Services degree from Ashford University. This online degree program says you are ready to provide sound financial advice to individuals and families.

#### **Bachelor of Arts in Cultural Anthropology - summary**

##### **100 words**

Explore the meaning of culture and why we live the way we do when you earn your online Bachelor of Arts in Cultural Anthropology degree from Ashford University.

If your interests lie in cross-cultural understanding, this degree is for you. Expand your career prospects with experience in research and critical thinking. This online degree program sharpens your analytical skills as you study diverse cultures. Your online courses include studies in linguistics, urban and gender studies, and war. You will learn data-collection and research methods.

##### **60 words**

Explore the meaning of culture and why we live the way we do when you earn your online Bachelor of Arts in Cultural Anthropology degree from Ashford University. Expand your career prospects with experience in research and critical thinking. This online degree program sharpens your analytical skills as you study diverse human cultures.

##### **30 words**

Broaden your world view with your online Bachelor of Arts in Cultural Anthropology degree from Ashford University. This online degree program sharpens your analytical skills as you study human cultures and diversity.



### **Bachelor of Arts in Early Childhood Education – special terms and conditions**

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### **Bachelor of Arts in Early Childhood Education – summary**

#### **100 words**

Strengthen your education skills while enhancing your understanding of the many aspects of children's development and education when you earn your online Bachelor of Arts in Early Childhood Education degree from Ashford University. You will complete online coursework in childhood development, curricula, and program development. When you complete the required coursework, you will be well acquainted with the education industry, be highly trained in various theories of childhood development, and exhibit advanced instructional skills. Your courses will cover several relevant topics, from children's development and language acquisition to the impact of parents and communities on childhood education.

#### **60 words**

Launch your career in child development with your online Bachelor of Arts in Early Childhood Education degree from Ashford University. Strengthen your skills while enhancing your understanding of children's education. You will be trained in theories of childhood development and exhibit advanced instructional skills.

#### **30 words**

Strengthen your education skills while enhancing your understanding of the many aspects of children's development and education when you earn your online Bachelor of Arts in Early Childhood Education degree from Ashford University.

### **Bachelor of Arts in Early Childhood Education – specialization**

#### **Infant and Toddler Care**

Learn to provide quality care for infants and small children. You will contribute to the healthy growth of children when you add the Infant and Toddler Care specialization to your online Bachelor of Arts in Early Childhood Education degree.

### **Bachelor of Arts in Early Childhood Education Administration – summary**

#### **100 words**

Realize your potential while enhancing your understanding of the many aspects of children's education and administration when you earn your online Bachelor of Arts in Early Childhood Education Administration degree from Ashford University. Choose this program if you are interested in pursuing a potential career in child care management. Upon graduation, you will be well acquainted with the education industry, be highly trained in various theories of childhood development, and exhibit advanced organizational management skills. A degree in Early Childhood Education Administration will demonstrate your proficiency and competence as an administrator in the education industry.

#### **60 words**

Realize your potential while enhancing your understanding of the many aspects of children's education and administration when you earn your online Bachelor of Arts in Early Childhood Education Administration degree from Ashford University. A degree in Early Childhood Education Administration will demonstrate your proficiency and competence as an administrator in the education industry.

#### **30 words**

Realize your potential while enhancing your understanding of the many aspects of children's education and administration when you earn your online Bachelor of Arts in Early Childhood Education Administration degree from Ashford University. Choose this program if you are interested in pursuing a career in child care management.

### **Bachelor of Arts in Early Childhood Education Administration – specialization**

#### **Infant and Toddler Care**

Learn to provide quality care for infants and small children. You will contribute to the healthy growth of children when you add the Infant and Toddler Care specialization to your online Bachelor of Arts in Early Childhood Education Administration degree.

## **Bachelor of Arts in Education Studies – special terms and conditions**

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## **Bachelor of Arts in Education Studies – summary**

### **120 words**

An online degree in Education Studies from Ashford University can be a gateway to beginning a career for those interested in working with learners in any of the following settings: business, public sector, education, childcare, recreation centers, non-profit organizations, health & human services, counseling, social work, psychology, sociology, and career services. Your online courses cover topics from phonics and English language learners to curriculum and child development. Learn to adapt instruction to meet the unique needs of diverse learners. You can also choose a specialization to add focus to your degree. Upon completion of your Bachelor of Arts in Education Studies, you may be able to continue your path to certification with a state-specific program. Each state offers different pathways.

### **60 words**

An online degree in Education Studies from Ashford University can be a gateway to beginning a career for those interested in working with learners in settings from business to childcare, recreation centers, and career services. Upon completion of your degree, you may be able to continue your path to certification with a state specific program. Each state offers different pathways.

### **30 words**

An online degree in Education Studies from Ashford University is for those interested in working with learners in settings from business to child care to career services.

## **Bachelor of Arts in Education Studies - specializations**

Child Development  
Early Childhood Education  
Education and Public Policy  
English Language Learner Studies  
Instructional Design

Commented [lw6]: Use as a list or with descriptions

### **Child Development**

Tailor your skills to reach children at all levels. Choose the Child Development specialization for your Bachelor of Arts in Education Studies degree to build awareness and understanding of the natural milestones in child development.

### **Early Childhood Education**

Launch your career as an expert in child development when you select the Early Childhood Education specialization for your Bachelor of Arts in Education Studies degree. Strengthen your skills as an educator for young people.

### **Education and Public Policy**

Take action on behalf of our schools. Choose the Education and Public Policy specialization to develop the knowledge you need to participate and lead policy initiatives.

### **English Language Learner Studies**

Learn how to communicate with the whole world when you choose the English Language Learner specialization in conjunction with your Bachelor of Arts in Education Studies degree. Gain an understanding of the implications of diverse languages for learning and achievement, as well as techniques for teaching English.

### **Instructional Design**

Plan for successful lessons when you add the Instructional Design specialization to your Bachelor of Arts in Education Studies. These courses will enable you to evaluate technology and applications for successful learning.



### **Bachelor of Arts in eMarketing - summary**

#### **100 words**

Advertise yourself with your online Bachelor of Arts in eMarketing degree from the Forbes School of Business® at Ashford University. If you dream of being on the cutting edge of product development and brand management, then this degree is for you.

In this online curriculum, your courses cover basic business concepts like marketing research, then add applications in online promotion. You will learn to create a strategic eMarketing campaign using current technology. Examine global markets and get the most out of alternative media. This degree prepares you to compete on the internet, including social media.

#### **60 words**

Advertise yourself with your online Bachelor of Arts in eMarketing degree from the Forbes School of Business® at Ashford University. Learn to create a strategic campaign using the current technology. Examine global markets and get the most out of alternative media. This degree prepares you to compete on the internet, including social media.

#### **30 words**

Pitch your skills when you earn your online Bachelor of Arts in eMarketing degree from Ashford University. This online degree program prepares you to compete on the internet, including social media.

### **Bachelor of Arts in English - summary**

#### **120 words**

Deepen your understanding of language when you earn your online Bachelor of Arts in English degree from Ashford University. Gain a rigorous foundation of writing and critical thinking skills.

Read and appreciate great books. Analyze how language and literature shape culture and identity. Your online courses include theory, linguistics, and composition, in addition to surveys of literature. English has become a common language around the globe. Strengthen your comprehension of our world and your ability to communicate. You will fathom new insights into the social, philosophical, and moral themes that are crucial to a just society and global community.

#### **60 words**

Deepen your understanding of language when you earn your online Bachelor of Arts in English degree from Ashford University. You will develop a foundation of critical thinking skills. Strengthen your comprehension of our world and your ability to communicate. Your online courses include linguistics, composition, and surveys of literature. Discover the themes that are crucial to a just society and global community.

#### **30 words**

Deepen your understanding of language when you earn your online Bachelor of Arts in English degree from Ashford University. Gain a rigorous foundation of writing and critical thinking skills.

### **Bachelor of Arts in English Language Learner Studies – special terms and conditions**

#### **Certification/Licensure Terms and Conditions**

Successful completion of the Bachelor of Arts in English Language Learner Studies program by itself does not lead to certification or licensure in any state. This degree program will not make one eligible for traditional or alternative teacher certification or licensure in the State of Georgia or the State of Hawaii. It is the student's responsibility to determine individual state requirements for teacher certification or licensure. Please refer to [Education Resource Organizations Directory \(EROD\)](#) for individual state requirements for teacher certification or licensure. Please be advised that states change their policies from time to time and students are advised to check regularly with their state regulatory agencies' policies and procedures relating to licensure. Further, a criminal record may prevent an applicant from obtaining licensure, certification, or employment in this field of study.

### **Bachelor of Arts in English Language Learner Studies – summary**

#### **100 words**

Teach to the world. With your online Bachelor of Arts in English Language Learner Studies degree from Ashford University, you demonstrate your readiness to provide businesses and individuals with adult language instruction.

English language learner services are in high demand around the world, with new job opportunities spreading to every continent. In this curriculum, you will learn how students acquire new skills and knowledge in a second language. Your online courses cover subjects from reading and grammar to diversity and inter-cultural communications. As a potential educator in our modern global environment, you will find this degree a perfect fit for you.

**60 words**

Teach to the world. Earn your online Bachelor of Arts in English Language Learner Studies degree from Ashford University. This degree demonstrates your readiness to provide businesses and individuals with adult language instruction. Your online courses cover subjects from grammar to inter-cultural communications. As a potential educator in our modern global environment, you will find this degree a perfect fit for you.

**30 words**

Earn your online Bachelor of Arts in English Language Learner Studies degree from Ashford University. This degree demonstrates your readiness to provide businesses and individuals with adult language instruction.

**Bachelor of Arts in Entrepreneurship - summary****130 words**

If you think you've got a great business idea, learn how to launch your own enterprise when you earn your online Bachelor of Arts in Entrepreneurship degree from the Forbes School of Business® at Ashford University.

As many as half of all new jobs are created by entrepreneurs. But the knowledge that an entrepreneur requires is distinct from that of other business managers. This unique degree program will help an emerging entrepreneur like you to harness opportunities and build a successful business. Learn how to gauge your competition and assess risk in a new business. Your online courses train you in the skills you need to innovate, create and develop business plans, raise venture capital, and manage a small business. You can break new ground in business.

**60 words**

If you think you've got a great business idea, learn how to launch your own enterprise with your online Bachelor of Arts in Entrepreneurship degree from the Forbes School of Business® at Ashford University. Learn how to gauge your competition and assess risk in a new business. Your courses train you to innovate, develop business plans, and raise funds.

**30 words**

Be your own boss when you earn your online Bachelor of Arts in Entrepreneurship degree from Ashford University. Learn how to gauge your competition and assess risk in a new business in this unique degree program.

**Bachelor of Arts in Entrepreneurship – specialization****Logistics Management**

Coordinate your career for success by adding a specialization in Logistics Management to your entrepreneurship degree. You will learn how to distribute products, services, and material while preparing for a career managing transportation, warehouses, and supply chains.

**Bachelor of Arts in Environmental Studies – summary****100 words**

Integrate your education with global responsibility. With your online Bachelor of Arts in Environmental Studies degree from Ashford University, you demonstrate your understanding of complex cultural, social, and environmental issues at levels both local and global.

An increasing sense of global urgency has created a demand for environmental experts. Learn in detail how human civilization interacts with our natural surroundings, our deep impact on nature, and possible solutions to environmental problems. Your online courses cover such subjects as ecology, biology, ethics, public policy, and energy production.

**60 words**

Integrate your education with global responsibility. Earn your online Bachelor of Arts in Environmental Studies degree from Ashford University. This degree demonstrates your understanding of complex cultural, social, and environmental issues, both local and global. Your online courses cover subjects from ecology to public policy.

**30 words**

Earn your online Bachelor of Arts in Environmental Studies degree from Ashford University. This degree demonstrates your understanding of complex cultural, social, and environmental issues, both local and global.

**Bachelor of Arts in Finance - summary****100 words**

With your online Bachelor of Arts in Finance degree from the Forbes School of Business® at Ashford University, you will develop an understanding of financial analysis, management, and systems.



Every business is an integrated system and needs professionals with skills in long-range financial planning and implementation. Earn your Bachelor of Arts in Finance, and discover how to measure and secure the efficient use of financial resources. Learn problem-solving skills, including the ability to analyze business and financial conditions. Your online courses include such in-depth subjects as markets, investments, risk management, and micro- and macroeconomics. Use the latest financial theories to conduct financial analysis.

**60 words**

Invest in your future with your online Bachelor of Arts in Finance degree from the Forbes School of Business® at Ashford University. You will discover how to measure and secure the efficient use of financial resources. Learn problem-solving skills, including the ability to analyze business and financial conditions. Your online courses include investments, risk management and micro- and macroeconomics. Use the latest financial theories to conduct financial analysis.

**30 words**

Invest in your future with your online Bachelor of Arts in Finance degree from Ashford University. Your Bachelor of Arts in Finance demonstrates your understanding of financial analysis, management, and systems.

**Bachelor of Arts in Gerontology – summary**

**100 words**

Serve the growing senior population with your online Bachelor of Arts in Gerontology degree from Ashford University. This online degree program demonstrates your comprehension of the physical, social, spiritual, and psychological aspects of aging and longevity.

Analyze the legal, ethical, and financial factors that influence retirees' independence. You will examine emerging service delivery models for the aged. Your online courses cover several topics, from mental well-being, to social policy, to demographics and diversity in aging.

**60 words**

Serve the growing senior population with your online Bachelor of Arts in Gerontology degree from Ashford University. Explore the needs of our growing population of seniors. Examine emerging service delivery models for the aged. This online degree program demonstrates your comprehension of the physical, social, spiritual, and psychological aspects of aging and longevity.

**30 words**

Serve the growing senior population with your online Bachelor of Arts in Gerontology degree from Ashford University. This online degree program demonstrates your comprehension of the physical, social, spiritual, and psychological aspects of aging and longevity.

**Bachelor of Arts in Health and Human Services – summary**

**100 words**

Support people in need! Enhance your future when you earn your online Bachelor of Arts in Health and Human Services degree from Ashford University.

You will develop strong communication skills and learn the proper role of technology in health and human services. Your online courses include a wide range of topics, from current medical issues to special populations in public health. Your curriculum concludes with research into access and delivery of services for a select group.

**60 words**

Support diverse populations and enhance your future when you earn your online Bachelor of Arts in Health and Human Services degree from Ashford University. Prepare for potential helping positions in caregiving and other non-managerial roles. Your courses include current medical issues and public health.

**30 words**

Earn your online Bachelor of Arts in Health and Human Services degree from Ashford University. This degree prepares you to provide health and human services to diverse populations.

**Bachelor of Arts in Health and Human Services – specializations**

Health Care Informatics Systems  
Long-Term Care

Commented [lw7]: Use as a list or with descriptions

#### **Health Care Informatics Systems**

Form your future with your Health Care Informatics Systems specialization. This specialization teaches you to use data to improve the quality of health care.

#### **Long-Term Care**

Enhance your degree when you add the Long-Term Care specialization to your online Bachelor of Arts in Health and Human Services degree program. Study gerontology and the challenges confronting long-term care facilities.

#### **Bachelor of Arts in Health and Wellness – summary**

##### **120 words**

Create healthy lifestyles with your online Bachelor of Arts in Health and Wellness degree from Ashford University. In this program, you will explore personal fitness and health evaluation.

There is increasing need for health professionals, due to health care reform and an aging and multicultural population. Professionals who understand both positive and negative health practices will be in demand. This degree demonstrates your knowledge of disease and injury prevention. Your online coursework includes nutrition, health program planning, and community health. Discover ways to promote health through behavioral change. Examine risk behaviors that can compromise a person's health throughout the lifespan. Design a personalized physical fitness program and encourage wellness.

##### **60 words**

Create healthy lifestyles with your online Bachelor of Arts in Health and Wellness degree from Ashford University. Explore personal fitness and health evaluation. Examine risk behaviors that can compromise a person's health throughout the lifespan. This degree, earned online, demonstrates your knowledge of disease and injury prevention.

##### **30 words**

Create healthy lifestyles with your online Bachelor of Arts in Health and Wellness degree from Ashford University. This degree, earned online, demonstrates your knowledge of disease and injury prevention.

#### **Bachelor of Arts in Health Care Administration – summary**

##### **100 words**

Earn your online Bachelor of Arts in Health Care Administration degree from Ashford University, and benefit from an interdisciplinary and integrated learning approach, reflecting the realities of the health care system. Build a solid foundation for career mobility among health care professionals. Explore administration, regulation and financing, planning, and policy. Delve into the social, political, ethical, legal and economic factors contributing to the complexity of the US health care system. You'll find the program integrates the learning needs of health care professionals and others to gain knowledge in health related topics, operations, and applications.

##### **60 words**

Earn your online Bachelor of Arts in Health Care Administration degree from Ashford University, and benefit from an interdisciplinary and integrated learning approach, reflecting the realities of the health care system. Explore administration, regulation and financing, planning, and policy. Delve into social, political, ethical, legal and economic factors contributing to the U.S. health care system's complexity.

##### **30 words**

Earn your online Bachelor of Arts in Health Care Administration degree from Ashford University, and benefit from an interdisciplinary and integrated learning approach. Explore administration, regulation and financing, planning, and policy.

#### **Bachelor of Arts in Health Care Administration – specializations**

Entrepreneurship  
Finance  
Health Care Informatics Systems  
Human Resources Management  
Information Systems  
International Management  
Long-Term Care Management  
Project Management  
Public Administration

Commented [lw8]: Use as a list or with descriptions



**Entrepreneurship**

Prepare to launch and manage entrepreneurial enterprises. You will increase your business and your technical skills when you add the Entrepreneurship specialization to your online Bachelor of Arts in Health Care Administration degree.

**Finance**

Add to your online Bachelor of Arts in Health Care Administration degree with a specialization in Finance. You will bridge the fields of finance and business to gain an understanding of the theoretical and practical approaches of financial management.

**Health Care Informatics Systems**

Form your future with your Health Care Informatics Systems specialization. This specialization teaches you to use data to improve the quality of health care.

**Human Resources Management**

Elevate your online Bachelor of Arts in Health Care Administration degree by adding a specialization in Human Resources Management. You will develop the skills and knowledge critical to effectiveness in this essential organizational function.

**Information Systems**

Increase both business and technical skills when you add the Information Systems specialization to your online Bachelor of Arts in Health Care Administration degree.

**International Management**

Broaden your online Bachelor of Arts in Health Care Administration degree with a specialization in International Management. You will prepare to exercise leadership in a diverse array of international and multicultural scenarios.

**Long-Term Care Management**

Gain new perspectives on long-term care when you add the Long-Term Care Management specialization to your online Bachelor of Arts in Health Care Administration degree program. Discover the factors that influence consumer choices in long-term care.

**Project Management**

Build on your online Bachelor of Arts in Health Care Administration degree with a specialization in Project Management. You will be well-equipped to seize new opportunities in this fast-growing field.

**Public Administration**

Promote civil society and social justice by adding a specialization in Public Administration to your online Bachelor of Arts in Health Care Administration degree. You will enhance the management skills you need to perform effectively within public, government, or not-for-profit organizations.

**Bachelor of Arts in Health Education – summary****120 words**

Share your skills and make a difference with your online Bachelor of Arts in Health Education degree from Ashford University. If you dream of helping people improve their health, then this online degree program is for you.

The health care industry needs health educators to prevent disease and promote well-being. Professionals who understand the needs of multicultural patients and special populations will continue to be in high demand. This degree represents your proficiency in overcoming the challenges that confront community health. Your online coursework covers nutrition, alternative medicine, and behavior modification. Explore the practical issues faced by health professionals as you learn to trace the physical and cultural causes of disease.

**60 words**

Share your skills with your online Bachelor of Arts in Health Education degree from Ashford University. Explore the practical issues faced by health professionals as you learn to trace the physical and cultural causes of disease. This degree represents your proficiency in overcoming the challenges that confront community health.

**30 words**

Impart well-being – earn your online Bachelor of Arts in Health Education degree from Ashford University. This degree represents your proficiency in overcoming the challenges that confront community health.

#### **Bachelor of Arts in Health Education – specialization – updated 8/11/15**

Commented [lw9]: Use as a list or with descriptions

##### **Health Care Informatics Systems**

Form your future with your Health Care Informatics Systems specialization. This specialization teaches you to use data to improve the quality of health care.

#### **Bachelor of Arts in History – summary**

##### **100 words**

Dive in to the past, and prepare for your future. Your online Bachelor of Arts in History degree from Ashford University demonstrates your comprehension of the evolving forces that continually shape modern life. In a world transformed by the powerful tides of globalization and cultural conflict, the study of history provides an intellectual toolkit for addressing complex global issues. Your online courses explore multiple regions and cultures, and conclude with a research-focused capstone course.

##### **60 words**

Dive in to the past, and prepare for your future. Your online Bachelor of Arts in History degree from Ashford University demonstrates your comprehension of the evolving forces that continually shape modern life. Your online courses explore multiple regions and cultures, and conclude with a research-focused capstone course.

##### **30 words**

Navigate our complex world with your online Bachelor of Arts in History degree from Ashford University. With this degree, you demonstrate your comprehension of the evolving forces that continually shape modern life.

#### **Bachelor of Arts in History – specialization**

##### **Political Science & Government**

Learn about the complex inner workings of the United States government and the global environment. Discover how your elected officials represent your interests by earning your specialization in Political Science and Government.

#### **Bachelor of Arts in Homeland Security and Emergency Management – summary**

##### **110 words**

Work to protect America. With your online Bachelor of Arts in Homeland Security and Emergency Management degree from Ashford University, you gain a broad view of homeland security and emergency preparedness at the federal, state, and local levels.

In the post-911 era, the US government created the Department of Homeland Security, which prepares for, prevents, and responds to domestic emergencies. With this degree program, you will transcend a single discipline to consider counter-terrorism, planning for natural disasters, and terrorism response. Your interdisciplinary online courses include ethics, international relations, cybercrime, and an emphasis on American government and the United States Constitution. This program also includes a strong research and writing component.

##### **60 words**

Work to protect America. Earn your online Bachelor of Arts in Homeland Security and Emergency Management degree with Ashford University. This degree, which includes a strong research and writing component, gives you broad view of homeland security and emergency management at the federal, state, and local levels.

##### **30 words**

Earn your online Bachelor of Arts in Homeland Security and Emergency Management degree from Ashford University. This degree gives you a view of homeland security at the federal, state, and local levels.

#### **Bachelor of Arts in Human Resources Management – summary**

##### **100 words**

Learn how to handle a company's most precious resources. With your online Bachelor of Arts in Human Resources Management degree from the Forbes School of Business® at Ashford University, you demonstrate your knowledge and understanding of the human resources function within modern, complex organizations.

No area of management has grown as fast as human resources. Business leaders increasingly seek experts in human resources as their partners in building their organizations. In this curriculum, you will learn about the ethical, legal, and social factors that shape today's workplace. Your online courses cover a variety of subjects from recruitment and training to labor laws, compensation, and benefits.

**60 words**

Learn how to handle a company's most precious resources. Earn your online Bachelor of Arts in Human Resources Management degree from the Forbes School of Business® at Ashford University. This degree demonstrates your knowledge and understanding of the human resources function within modern, complex organizations. Your online courses cover such subjects as recruitment, compensation, and benefits.

**30 words**

Earn your online Bachelor of Arts in Human Resources Management degree from Ashford University. This degree demonstrates your knowledge and understanding of the human resources function within modern, complex organizations.

**Bachelor of Arts in Human Resources Management – specialization – updated 6/24/15**

**Entrepreneurship**

Prepare to launch and manage entrepreneurial enterprises. You will increase your business and your technical skills when you add the Entrepreneurship specialization to your degree.

**Bachelor of Arts in Instructional Design – summary**

**110 words**

Chart your future. With your online Bachelor of Arts in Instructional Design degree from Ashford University, you will synthesize learning theory with models for instructional design.

E-learning is becoming more popular. School and corporations recognize the need to provide learners with more choice in their learning environments. Professionals trained to address learning needs with 21<sup>st</sup> century technology will be in high demand. This degree program enables you to evaluate technology and applications for effective student learning. Create and deliver high-tech instruction for e-learning in online environments. Your online courses include everything you need to know, from learning theory and studies in assessment, to adult learning and virtual collaboration.

**60 words**

Chart your future. Earn your online Bachelor of Arts in Instructional Design degree from Ashford University. Create instruction for e-learning in online environments. You will synthesize learning theory with models for instructional design. Your online courses include studies in assessment, adult learning, and virtual collaboration. This degree program enables you to evaluate technology and applications for effective student learning.

**30 words**

Chart your future. Earn your online Bachelor of Arts in Instructional Design degree from Ashford University. This degree program enables you to evaluate technology and applications for effective student learning.

**Bachelor of Arts in International Business - summary**

**100 words**

Think globally when you earn your online Bachelor of Arts in International Business degree from the Forbes School of Business® at Ashford University. Opportunity overseas has spurred demand for sophisticated professionals who are competent in international business practices and strategies. Pursue this degree if you seek the skills required to potentially advance in an international business career. Your online courses include culturally sensitive communications and assessments of foreign risks to business. You will create a nation-specific risk assessment, learn the impact of globalization on large companies, and strategies for navigating a highly competitive global market.

**60 words**

Think globally with your online Bachelor of Arts in International Business degree from the Forbes School of Business® at Ashford University. Learn the impact of globalization on large companies, and strategies for competing in a global market. Your online courses include culturally sensitive communications and foreign risk assessment.

**30 words**

Think globally with your online Bachelor of Arts in International Business degree from Ashford University. This degree program gives you the skills you need to operate within a multinational enterprise.

**Bachelor of Arts in International Business – specialization**

**Logistics Management**

Coordinate your career for success by adding a specialization in Logistics Management. You will learn how to distribute products, services, and material while preparing for a career managing transportation, warehouses, and supply chains.



#### **Bachelor of Arts in Journalism and Mass Communication - summary**

##### **120 words**

Search for truth when you earn your online Bachelor of Arts in Journalism and Mass Communication degree from Ashford University. With the advancement of electronic media has come increasing demand for responsible journalists – professionals with the skills and knowledge to use new media and to broadcast timely information to the public.

In this program, you will learn the rights, and responsibilities of news media professionals in a democracy. You will create an electronic portfolio of work to showcase your professional journalistic skills. Your online courses include a wide range of topics, from composition and editing to research and analysis.

##### **60 words**

Search for truth when you earn your online Bachelor of Arts in Journalism and Mass Communication degree from Ashford University. Learn the rights and responsibilities of news media professionals in a democracy. Your online courses include composition, editing, research, and analysis.

##### **30 words**

Earn your online Bachelor of Arts in Journalism and Mass Communication degree from Ashford University. This degree provides the research and communication skills you need in a successful journalism career.

#### **Bachelor of Arts in Law Enforcement Administration – summary**

##### **120 words**

Put your future in order. With your online Bachelor of Arts in Law Enforcement Administration degree from Ashford University, you will build leadership skills and evaluate guidelines for policing today's communities.

Law enforcement agencies have become increasingly sophisticated and need educated staff with communication, critical thinking, and technology skills to accomplish their mission. Learn to analyze criminal behavior. Develop the character traits you need to be a responsible and ethical leader. This degree program empowers you to manage and direct police and other law enforcement teams. Your online courses include a wide variety of topics, from race and individual rights to crime and social policy.

##### **60 words**

Serve and protect. Earn your online Bachelor of Arts in Law Enforcement Administration degree from Ashford University. You will evaluate guidelines for policing today's communities. Develop the character traits you need to be a responsible and ethical leader. Your online courses include studies in race, crime, and social policy. This degree program empowers you to manage police and other law enforcement teams.

##### **30 words**

Serve and protect. Earn your online Bachelor of Arts in Law Enforcement Administration degree from Ashford University. This online degree program empowers you to manage police and other law enforcement teams.

#### **Bachelor of Arts in Liberal Arts - summary**

##### **120 words**

You never know what you'll need to know. With your online Bachelor of Arts in Liberal Arts degree from Ashford University, you'll challenge yourself with diverse coursework that covers major global issues, including culture and diversity.

Many Americans will change jobs and career paths through the course of their working lives so it's important to obtain a broad, flexible, and generalized education. Foster an independent view of the world! This degree program demonstrates your commitment to expand your critical, creative thinking, and communication skills. Your online courses include a wide variety of topics, from the cultural impact of science to research methods in the humanities.

##### **60 words**

See the big picture. Pursue your online Bachelor of Arts in Liberal Arts degree at Ashford University. You will complete coursework in communication, history, ethics, writing, and more. Foster an independent view of the world. This degree demonstrates your commitment to expand your critical, creative thinking, and communication skills.

##### **30 words**

See the big picture. Pursue your online Bachelor of Arts in Liberal Arts degree at Ashford University. This degree demonstrates your commitment to expand your critical, creative thinking, and communication skills.

#### **Bachelor of Arts in Library Science and Media - summary**

##### **110 words**

Locate yourself in the world of information with your online Bachelor of Arts in Library Science and Media degree from Ashford University. In this online degree program, you will learn to evaluate technology for effective instructional delivery.

As traditional libraries grow into a significant online presence, the field of library science is evolving fast. Increasingly, different kinds of learning organizations will find they need 21<sup>st</sup> century information experts. Your online courses include such topics as cognition, instructional design, and literature for children and teens. Discover media, literature, and resources that you could employ in multiple learning environments. This degree demonstrates your research skills and your ability to support information acquisition.

##### **60 words**

Locate yourself in the world of information with your online Bachelor of Arts in Library Science and Media degree from Ashford University. In this online degree program, you will learn to evaluate technology for effective instructional delivery. This degree demonstrates your research skills and your ability to support information acquisition.

##### **30 words**

Locate yourself in the world of information when you earn your online Bachelor of Arts in Library Science and Media degree from Ashford University. This degree demonstrates your research skills and your ability to support information acquisition.

#### **Bachelor of Arts in Military Studies – summary**

##### **100 words**

Engage your education. With your online Bachelor of Arts in Military Studies degree from Ashford University, you will embody the character traits you need to be a leader.

If you work for the US Armed Forces, then this online degree program, which you can complete from anywhere in the world, is for you. Study politics, the role of the military in international relations, the military in peace time, and the cultural and philosophical aspects of a well-rounded university education. Many service members seek convenient online degree programs in order to potentially earn promotion.

##### **60 words**

Engage your education with your online Bachelor of Arts in Military Studies degree from Ashford University. This degree demonstrates your skills and knowledge as a leader in our nation's military. Study politics, the role of the military in international relations, the military in peace time, and the cultural and philosophical aspects of a well-rounded university education.

##### **30 words**

Engage your education with your online Bachelor of Arts in Military Studies degree from Ashford University. This degree demonstrates your skills and knowledge as a leader in our nation's military.

#### **Bachelor of Arts in Operations Management and Analysis - summary**

##### **100 words**

Operate at a higher level when you earn your online Bachelor of Arts in Operations Management and Analysis degree from the Forbes School of Business® at Ashford University. Learn the impact of globalization on supply chains and production. Your online courses include such topics as production control, total quality management, decision modeling, and systems analysis. You will develop abilities to diagnose problems, improve manufacturing systems, and enlist support for your efforts to improve your company's processes. Be the one to manage how work gets done.

##### **60 words**

Operate at a higher level when you earn your online Bachelor of Arts in Operations Management and Analysis degree from the Forbes School of Business® at Ashford University. Learn the impact of globalization on supply chains and production. Your courses include production control, total quality management, decision modeling, and systems analysis.

##### **30 words**

Earn your online Bachelor of Arts in Operations Management and Analysis degree from Ashford University. This degree program gives you the analytical skills to make management decisions for operational success.

### **Bachelor of Arts in Operations Management and Analysis – specialization**

#### **Logistics Management**

Coordinate your career for success by adding a specialization in Logistics Management. You will learn how to distribute products, services, and material while preparing for a career managing transportation, warehouses, and supply chains.

### **Bachelor of Arts in Organizational Management – summary**

#### **100 words**

Earn your online Bachelor of Arts in Organizational Management degree from the Forbes School of Business® at Ashford University, and examine the human side of managing organizations. Learn to facilitate better communication, group behavior, decision-making, and human resources management while observing a code of ethics. Improve your understanding of how organizations function and develop effective skills in management and leadership. Define and understand strategic planning, financial management, law and marketing and other areas in which an organizational leader must be knowledgeable in order to be effective. Use previous education or work experience to enhance and personalize your Bachelor of Arts in Organizational Management degree when you pair it with a transfer concentration.

#### **60 words**

Earn your online Bachelor of Arts in Organizational Management degree from the Forbes School of Business® at Ashford University, and examine the human side of managing organizations. Learn to facilitate better communication, group behavior, decision-making, and human resources management while observing a code of ethics. Personalize your degree when you pair it with a specialization.

#### **30 words**

Earn your online Bachelor of Arts in Organizational Management degree from Ashford University to understand how organizations function and to develop effective skills in management and leadership.

### **Bachelor of Arts in Organizational Management - specializations**

Human Resources Management  
Logistics Management  
Project Management  
Public Administration  
Sports and Recreation Management

Commented [lw10]: Use as a list or with descriptions

#### **Human Resources Management**

Elevate your Bachelor of Arts in Organizational Management degree by adding a specialization in Human Resources Management. You will develop the skills and knowledge critical to effectiveness in this essential organizational management function.

#### **Logistics Management**

Coordinate your career for success by adding a specialization in Logistics Management. You will learn how to distribute products, services, and material while preparing for a career managing transportation, warehouses, and supply chains.

#### **Project Management**

Build on your Bachelor of Arts in Organizational Management with a specialization in Project Management. You will be well-equipped to seize new opportunities in this fast-growing field.

#### **Public Administration**

Promote civil society and social justice by adding a specialization in Public Administration to your Bachelor's degree. You will enhance the management skills you need to perform effectively within public, government, or not-for-profit organizations.

#### **Sports and Recreation Management**

Score a point for your career! With this specialization added to your Bachelor's degree, you will enhance both your business and technical skills in the sports and recreation industry.

### **Bachelor of Arts in Political Science and Government – summary**



**100 words**

Declare your independence with your online Bachelor of Arts in Political Science and Government degree from Ashford University. Demonstrate your understanding of political relationships and how our complex institutions work. Political scientists measure the effectiveness of government policies by examining factors like stability, justice, economic growth, and peace. If you have aspirations to work in or further study public service or the non-profit sector, you will find that political science makes a great undergraduate subject to prepare for an advanced degree. Your online courses provide a systematic study that focuses on political behavior, power and authority, policy development, international relations, and conflict resolution.

**60 words**

Declare your independence with your online Bachelor of Arts in Political Science and Government degree from Ashford University. Demonstrate your understanding of how our political institutions work. Your courses provide systematic studies that focus on political behavior, power and authority, and conflict resolution.

**30 words**

Declare your independence with your online Bachelor of Arts in Political Science and Government degree from Ashford University. With your degree, you demonstrate your understanding of how our political institutions work.

**Bachelor of Arts in Project Management – summary****100 words**

Create ambitious goals and get results! With your online Bachelor of Arts in Project Management degree from the Forbes School of Business® at Ashford University, you will master the discipline of successfully completing the specific objectives of any large endeavor.

Project managers lead and motivate teams of workers while making sure that work flows steadily, despite setbacks. Earn your Bachelor of Arts in Project Management, and develop successful approaches to contracting and procurement. Learn risk analysis, cost management, and quality control. Your online courses include leadership and communication skills in addition to basic business knowledge. This unique degree demonstrates your ability to plan, execute, and oversee any project.

**60 words**

Complete your goals with your online Bachelor of Arts in Project Management degree from the Forbes School of Business® at Ashford University. You will develop successful approaches to contracting and procurement. Learn risk analysis, cost management, and quality control. Your online courses include leadership and communication skills in addition to basic business knowledge. This unique degree demonstrates your ability to plan, execute, and oversee a well-documented project.

**30 words**

Complete your goals with your online Bachelor of Arts in Project Management degree from Ashford University. This unique degree demonstrates your ability to plan, execute, and oversee a well-documented project.

**Bachelor of Arts in Psychology – summary****100 words**

If you are interested in human behavior, earn your online Bachelor of Arts in Psychology degree from Ashford University to build the foundation necessary to continue your education at the graduate level and to potentially pursue a career in psychology. Explore psychology both as an area of scientific investigation and as a health or human services profession so you can apply the learning effectively in careers that involve an understanding of human behavior and leadership development, including business, government, health care, and law. As today's workplace continues to evolve, your psychology degree will help you understand how human behavior impacts the dynamics of any organization.

**60 words**

Earn your online Bachelor of Arts in Psychology degree from Ashford University to potentially pursue a career in psychology or to move on to graduate school. Explore psychology as an area of scientific investigation and as a health or human services profession so you can apply the learning effectively in careers that involve an understanding of human behavior and leadership development.

**30 words**

Earn your online Bachelor of Arts in Psychology degree from Ashford University. Explore psychology as an area of scientific investigation and as a health or human services profession.

**Bachelor of Arts in Public Administration – summary**

#### 110 words

Take the lead in public service by earning your online Bachelor of Arts in Public Administration degree from the Forbes School of Business® at Ashford University. Form a solid foundation of knowledge and skills in the public sector. A Bachelor of Arts in Public Administration degree is a great fit if you are seeking entry into federal, state, and local government jobs, as well as careers in non-profit management. This degree demonstrates your proficiency as a professional in public service. You will complete online coursework in urban management, budgeting and finance, political science and intergovernmental issues, and public policy development. This degree also offers you a full complement of courses in the social sciences.

#### 60 words

Take the lead in public service with your online Bachelor of Arts in Public Administration degree from the Forbes School of Business® at Ashford University. Your Bachelor of Arts in Public Administration degree demonstrates your proficiency in public service. You will complete coursework in urban management; budgeting and finance; political science and intergovernmental issues; and policy development.

#### 30 words

Take the lead in public service with your online Bachelor of Arts in Public Administration degree from Ashford University. Your completion of this undergraduate degree demonstrates your proficiency in public service.

#### **Bachelor of Arts in Public Administration - specializations**

Logistics Management

Sports and Recreation Management

Commented [lw11]: Use as a list or with descriptions

#### **Logistics Management**

Coordinate your career for success by adding a specialization in Logistics Management. You will learn how to distribute products, services, and material while preparing for a career managing transportation, warehouses, and supply chains.

#### **Sports and Recreation Management**

Score a point for your career! With this specialization added to your Bachelor's degree, you will enhance both your business and technical skills in the sports and recreation industry.

#### **Bachelor of Arts in Public Relations and Marketing – summary**

#### 100 words

Explore the many ways in which public relations and marketing influence virtually every aspect of your life when you earn your online Bachelor of Arts in Public Relations and Marketing degree from the Forbes School of Business® at Ashford University. You'll find public relations and marketing are the foundation of every successful business and organization. Discover stimulating and creative areas of study that encompass such topics as communication, consumer behavior, advertising and promotion, research, and strategy. Find out how the best marketing professionals succeed in capturing potential customers' attention, addressing their needs, and securing their business.

#### 60 words

Explore the many ways in which marketing and public relations shape our modern business world when you earn your online Bachelor of Arts in Public Relations and Marketing degree from the Forbes School of Business® at Ashford University. This degree can propel you into a professional career in sales, advertising, communications, events planning, or public relations..

#### 30 words

Explore the ways public relations and marketing shape our modern world when you earn your online Bachelor of Arts in Public Relations and Marketing degree from Ashford University.

#### **Bachelor of Arts in Public Relations and Marketing – specializations**

Information Systems

International Management

Project Management

Commented [lw12]: Use as a list or with descriptions

#### **Information Systems**

Take advantage of a wide range of opportunities in one of the fastest growing areas in business organizations. You will increase both business and technical skills with an Information Systems specialization added to your online Bachelor of Arts in Public Relations and Marketing degree.

**International Management**

Broaden your online Bachelor of Arts in Public Relations and Marketing degree with a specialization in International Management. You will prepare to exercise leadership in a diverse array of international and multicultural scenarios.

**Project Management**

Build on your online Bachelor of Arts in Public Relations and Marketing degree with a specialization in Project Management. You will be well-equipped to seize new opportunities in this fast-growing field.

**Bachelor of Arts in Real Estate Studies – special terms and conditions**

Successful completion of this degree does not guarantee that any state real estate licensing agency will accept a student's or a graduate's application to sit for or successfully complete any such exam. In addition, Ashford University does not guarantee that any professional organization will accept a graduate's application to sit for a certification or as a qualifying academic credential for membership in such professional organization. Most US states require licensing to perform various professional activities associated with real estate business services. Such licensing may require an examination performed by designated controlling state agencies. If students or graduates are interested in pursuing any state licenses, they are strongly encouraged to research their local state real estate agency's requirements for licensure.

**Bachelor of Arts in Real Estate Studies – summary****100 words**

Learn the ins and outs of a fascinating industry with your online Bachelor of Arts in Real Estate Studies degree from the Forbes School of Business® at Ashford University.

While the housing market has suffered a recession, there will be strong demand for prepared professionals to fill new positions as this cycle rebounds. This degree program provides you with basic skills in mortgage lending, development, equity investment, and brokerage. Your online courses include appraisal, property management, finance, and economics. Examine the markets and financing methods for residential and commercial properties. Discover the trends that influence property valuations, and learn best practices to benefit and safeguard investors.

**60 words**

Learn the ins and outs of a fascinating industry with your online Bachelor of Arts in Real Estate Studies degree from the Forbes School of Business® at Ashford University. Examine the markets and financing methods for residential and commercial properties. This degree program prepares you to begin a career in the real estate and mortgage industry.

**30 words**

Earn your online Bachelor of Arts in Real Estate Studies degree at Ashford University. This degree program prepares you to begin a potential career in the real estate and mortgage industry.

**Bachelor of Arts in Service Management – summary****120 words**

Learn how to manage an enterprise focused on service when you earn your online Bachelor of Arts in Service Management degree from the Forbes School of Business® at Ashford University. Prepare for a variety of potential careers as a manager, whether in a non-profit organization or in the hospitality, restaurant, or retail industries.

The service sector is one of the fastest growing areas of the US economy. This growth has fueled demand for skilled and effective managers. You will discover how to deliver services in organizations devoted to customer care. Learn to assess logistics in a variety of environments. Your online courses include accounting, human resources, and marketing. Design service metrics and develop human capital strategies.

**60 words**

Create exceptional customer experiences with your online Bachelor of Arts in Service Management degree from the Forbes School of Business® at Ashford University. You will discover how to deliver services in organizations devoted to customer care. Learn to assess logistics in a variety of service environments. Your online courses include accounting, human resources, and marketing. Design service metrics and develop human capital strategies.

**30 words**

Create exceptional customer experiences with your online Bachelor of Arts in Service Management degree from Ashford University. This degree demonstrates your ability to manage and impact the performance of a service organization.



#### **Bachelor of Arts in Service Management – specializations**

Hospitality Enterprise  
Mass-Market Retail Enterprise Management  
Non-Profit Enterprise  
Restaurant Enterprise Management

Commented [lw13]: Use as a list or with descriptions

##### **Hospitality Enterprise**

Explore different ways in which hotels and resorts attract and retain customers when you choose to add the Hospitality Enterprise specialization to your online Bachelor of Arts in Service Management degree. You will expand your experience with event planning, conferences, and food and beverage control.

##### **Mass-Market Retail Enterprise Management**

Take advantage of a wide range of opportunities in one of the fastest growing sectors of our economy. Increase both your business and technical skills with this specialization added to your online Bachelor of Arts in Service Management degree.

##### **Non-Profit Enterprise**

Prepare to manage non-profit enterprises. Enhance your organizational skills when you pair this specialization with your online Bachelor of Arts in Service Management degree.

##### **Restaurant Enterprise Management**

Discover how to achieve business success in one of the most artistic of enterprises when you add this specialization to your online Bachelor of Arts in Service Management degree. You'll be prepared to succeed in restaurant settings where management skills are essential.

#### **Bachelor of Arts in Social and Criminal Justice – summary**

##### **100 words**

Earn your online Bachelor of Arts in Social and Criminal Justice degree from Ashford University to enhance your understanding of the criminal justice system and the impact social issues have on maintaining a just society. Investigate both the social and legal sides of criminal justice, from forensics and psychology to crime prevention and terrorism. Be an instrument for change when you choose this degree program to better understand the legal and social forces that shape American culture.

##### **60 words**

Earn your online Bachelor of Arts in Social and Criminal Justice degree from Ashford University to investigate both the social and legal sides of criminal justice. Be an instrument for change when you choose this degree program to better understand the legal and social forces that shape American culture.

##### **30 words**

Earn your online Bachelor of Arts in Social and Criminal Justice degree from Ashford University and investigate both the social and legal sides of criminal justice.

#### **Bachelor of Arts in Social and Criminal Justice – specializations – updated 8/11/15**

Corrections Management  
Criminal Investigations  
Homeland Security

Commented [lw14]: Use a list or with descriptions

##### **Corrections Management**

Expand your online Bachelor of Arts in Social and Criminal Justice degree with a specialization in Corrections Management. Analyze the philosophies and laws of punishment and sentencing as well as key Supreme Court case decisions specifically pertaining to the constitutional rights of those incarcerated in an American correctional facility.

##### **Criminal Investigations**

Augment your Bachelor of Arts in Social and Criminal Justice degree with a specialization in Criminal Investigations. Examine and understand principles of criminal liability and the acts, mental state, and attendant circumstances that are central ingredients in crimes against society, persons, or property.

##### **Homeland Security**

Enhance your online Bachelor of Arts in Social and Criminal Justice degree with a specialization in Homeland Security. Learn more about this significant element of the 21st century and how to identify the key challenges facing not only US homeland security strategy, but also those of other major actors that might become "peer competitors."

### **Bachelor of Arts in Social Science – summary**

#### **100 words**

Earn your online Bachelor of Arts in Social Science degree from Ashford University, and develop a sound understanding of the society we live in - individuals, families, communities, governments, and cultures - from various perspectives. Take a multidisciplinary approach to social sciences where different outlooks are applied to real-world issues. Specialize your degree when you apply approved transfer credits toward a concentration. Adding a concentration allows you to use credit you've already earned and enhances your Bachelor of Arts in Social Science degree.

#### **60 words**

Earn your online Bachelor of Arts in Social Science degree from Ashford University and develop a sound understanding of the society we live in - individuals, families, communities, governments, and cultures - from various perspectives. Apply approved transfer credits toward a concentration such as education studies, psychology, and more.

#### **30 words**

Earn your online Bachelor of Arts in Social Science degree from Ashford University and understand today's society from various perspectives.

### **Bachelor of Arts in Social Science - specializations**

#### **History**

#### **Political Science & Government**

#### **History**

Dive in to the past, and prepare for your future. By adding your specialization in History to your social science degree, you will explore multiple regions and cultures and build an intellectual toolkit for addressing complex global issues.

#### **Political Science & Government**

Learn about the complex inner workings of the United States government and the global environment. Discover how your elected officials represent your interests with a specialization in Political Science & Government.

Commented [lw15]: Use as a list or with descriptions

### **Bachelor of Arts in Sociology – summary**

#### **100 words**

Earn your online Bachelor of Arts in Sociology degree from Ashford University, and discover the intricate framework of relationships between individuals and the societies they live in: their composition, organization, culture, and development. Study the social lives of humans, groups and societies from the anonymous contact of individuals to the global social process. Engage in the study of humans in their individual and collective aspects as well as their economic, social, political, and religious activities. Tackle such areas as social issues, cross-cultural perspectives, community, aging and family. Upon graduation, you will possess a practical understanding of these ideas and other important sociology concepts.

#### **60 words**

Earn your online Bachelor of Arts in Sociology degree from Ashford University and discover the intricate framework of relationships between individuals and the societies they create: their composition, organization, culture, and development. Tackle such areas as social issues, cross-cultural perspectives, community, aging and family.

#### **30 words**

Earn your online Bachelor of Arts in Sociology degree from Ashford University and discover the intricate framework of relationships between individuals and the societies they create: their composition, organization, culture, and development.

### **Bachelor of Arts in Sociology – specialization**

#### **Political Science & Government**

Learn about the complex inner workings of the United States government and the global environment. Discover how your elected officials represent your interests with a specialization in Political Science & Government.

### **Bachelor of Arts in Sports and Recreation Management – summary**

#### **100 words**

Apply your love of sports and fitness to the world of business while expanding your knowledge and experience with your online Bachelor of Arts in Sports and Recreation Management degree from the Forbes School of Business® at Ashford University. Build your management and leadership skills while deepening your knowledge of the many business aspects of sports, fitness, and



recreation. Upon graduation, you will be well acquainted with the industry and be highly trained in various theories of management. Additionally, you will be prepared for potential managerial positions in the sports and recreation industry, including: professional sports, fitness clubs, athletics equipment merchandising, recreation programs, and more.

**60 words**

Apply your love of sports and fitness to the world of business with your online Bachelor of Arts in Sports and Recreation Management degree from the Forbes School of Business® at Ashford University. Build your management and leadership skills while deepening your business knowledge of the industry. Upon graduation, you will be well acquainted with the industry and be highly trained in various theories of management.

**30 words**

Build your management and leadership skills while deepening your business knowledge of the industry with your online Bachelor of Arts in Sports and Recreation Management degree from Ashford University.

**Bachelor of Arts in Sports and Recreation Management – specializations**

Entrepreneurship  
Finance  
Information Systems  
Marketing  
Project Management

Commented [lw16]: Use as a list or with descriptions

**Entrepreneurship**

Prepare to launch and manage entrepreneurial enterprises. You will increase your business and your technical skills when you add the Entrepreneurship specialization to your online Bachelor of Arts in Sports and Recreation Management degree.

**Finance**

Add to your online Bachelor of Arts in Sports and Recreation Management degree with a specialization in Finance. You will bridge the fields of finance and business to gain an understanding of the theoretical and practical approaches of financial management.

**Information Systems**

Take advantage of a wide range of opportunities in one of the fastest growing areas in business organizations. You will increase both business and technical skills with an Information Systems specialization added to your online Bachelor of Arts in Sports and Recreation Management degree.

**Marketing**

Explore different ways in which marketing and advertising shape our modern business world by adding a minor in Marketing to your online Bachelor of Arts in Sports and Recreation Management degree. You will expand your experience with branding, research, and consumer behavior.

**Project Management**

Build on your online Bachelor of Arts in Sports and Recreation Management degree with a specialization in Project Management. You will be well-equipped to seize new opportunities in this fast-growing field.

**Bachelor of Arts in Supply Chain Management – summary**

**100 words**

Provide for your future! With your online Bachelor of Arts in Supply Chain Management degree from the Forbes School of Business® at Ashford University, you demonstrate your competence at managing the supply chain process.

Because of the complexity of managing inventory, supply, and costs, the demand for supply chain and logistics managers is expected to grow faster than for other professionals. In this curriculum, you will discover how to distribute products while preparing to manage procurement, transportation, and warehouses for quality. Learn to assess systems' performance using logistics decision support. Examine globalization's effect on organizations' operations and production. Your online courses include such relevant subjects as accounting, decision modeling, and hazardous materials.

**60 words**

Coordinate your own success. Earn your online Bachelor of Arts in Supply Chain Management degree from the Forbes School of Business® at Ashford University. Discover how to distribute products while preparing to manage transportation, warehouses, and supply chains. Learn to assess systems' performance using logistics decision support. Examine globalization's effect on organizations' operations and production. Your online courses include accounting, decision modeling, and hazardous materials.



**30 words**

Coordinate your own success. Earn your online Bachelor of Arts in Supply Chain Management degree from Ashford University. Discover how to distribute products while preparing to manage transportation, warehouses, and supply chains.

**Bachelor of Science in Health Information Management****120 words**

The Ashford University Health Information Management program prepares graduates to enter the healthcare industry well versed in health information management, health data management, and management of health information services. The Bureau of Labor Statistics says that health information managers are among the fastest-growing occupations. If you want to work in the health care industry, but don't want to care for people directly, then this degree might be for you. With a broad healthcare background, graduates will seek employment in all levels of healthcare and interact with a wide spectrum of other healthcare professions. The curriculum blends the disciplines of management, finance, information technology, medicine and law into one program. Earn your BS in Health Information Management.

**60 words**

The Ashford University Health Information Management program prepares graduates to enter the healthcare industry well versed in health information management, health data management, and management of health information services. With a broad healthcare background, graduates will seek employment in all levels of healthcare and interact with a wide spectrum of other healthcare professions.

**30 words**

The Health Information Management program prepares graduates to enter the healthcare industry well versed in health information management, health data management, and management of health information services.

**Registered Nurse to Bachelor of Science in Nursing (RN to BSN) – launch date 3/2/16****RN to BSN – disclosure**

This degree is for individuals who already are Registered Nurses and want to earn a Bachelor's of Science in Nursing (BSN). This program does not lead to licensure or certification. Certain degree programs may not be available in all states.

**Commented [WL17]:** Please add this disclosure to all pages where RN to BSN is displayed.

**104 words**

Broaden your professional nursing knowledge and enhance your credentials in the rapidly evolving health care industry with your online Registered Nurse to Bachelor of Science in Nursing degree from Ashford University. You will learn how to be a leader and a caregiver as you explore topics that include medical law, ethics, transcultural care, and health informatics. Your program will include practice experiences in which you will leave the online classroom to learn alongside seasoned nurses and health professionals. Admission into this program requires verification of a current unencumbered license to practice as a registered nurse (RN) in an approved state within the United States.

**75 words**

Broaden your professional nursing knowledge and prepare yourself to become a leader and caregiver with your online Registered Nurse to Bachelor of Science in Nursing degree from Ashford University. Through your studies of ethics, medical law, transcultural care, and health informatics, you will be prepared to practice using advocacy, autonomy, accountability, and respect. Admission into this program requires verification of license to practice as a registered nurse in an approved state within the United States.

**46 words**

Enhance your credentials and broaden your professional nursing knowledge with your online Registered Nurse to Bachelor of Science in Nursing degree from Ashford University. Admission into this program requires verification of license to practice as a registered nurse in an approved state within the United States.

**Minors – summary****120 words**

Broaden and enrich your education when you add a minor to your online Bachelor's degree program from Ashford University. Choose from a variety of minors that include Accounting, Entrepreneurship, Human Resources Management, Psychology, Social and Criminal Justice, and more. Your minor will be a program of study worth 18 credits that is distinct from and supplements your major degree program. Similar to your major program, courses in your minor will be taught by advance-degreed instructors with real-world experience. Your minor may be taken as a way to give a coherent pattern to elective hours, to expand potential career options, to prepare for graduate study, or simply to explore in greater depth an area different from your major.

**60 words**

Add a minor to your online Bachelor's degree program from Ashford University. Choose from a variety of minors from various fields to complete a program of study worth 18 credits that is distinct from and supplements your major degree program. Your minor will

provide a coherent pattern to elective hours, expand potential career options, or allow you to explore an area different from your major.

**30 words**

Add a minor to your online Bachelor's degree program from Ashford University. Choose from a variety of minors to complete a program of study that is distinct from and supplements your major.

**Minors – updated 11/13/15, 11/20/15/28/16**

Accounting  
Business Administration  
Business Economics  
Child Development  
Communication Studies  
Cultural Anthropology  
Entrepreneurship  
Environmental Studies  
Finance  
Global Studies  
Health and Wellness  
Health Care Administration  
Health Psychology  
Human Resources Management  
Information Systems  
International Management  
International Security and Military Studies  
Journalism and Mass Communication  
Law Enforcement Administration  
Logistics Management  
Long Term Care Administration  
Marketing  
Operations Management  
Organizational Management  
Political Science & Government  
Project Management  
Psychology  
Public Administration  
Social and Criminal Justice  
Sociology  
Social Science  
Speech and Language Disorders  
Sports and Recreation Management  
World History  
Writing

## Master's programs

### Master of Accountancy – summary (launched 5/15/15)

#### 100 words

Earn your Master of Accountancy degree online from Forbes School of Business® at Ashford University. In this program, you will evaluate how to research complex accounting issues using professional resources.

In response to recent financial crises and regulation, demand for knowledgeable accountants is expected to grow. A Bachelor's degree, as well as additional training, is usually the minimum education needed to work as an accountant, however, most professionals pursue higher levels of education in order to advance in their fields. Designed for professionals, this graduate program develops your analytical and technical skills in accounting.

#### 60 words

Earn your Master of Accountancy degree online from the Forbes School of Business® at Ashford University. In this program, you will evaluate how to research complex accounting issues using professional resources. Designed for professionals, this graduate program develops your analytical and technical skills in accounting.

#### 30 words

Earn your Master of Accountancy degree online from Ashford University. Designed for professionals, this graduate program develops your analytical and technical skills in accounting.

### Master of Accountancy – specializations – updated 8/11/15

Accounting  
Audit

Commented [lw18]: Use as a list or with descriptions

#### Accounting

Shape your degree and focus on your future career with your online Master of Accountancy, Accounting specialization from Forbes School of Business® at Ashford University. Your studies will involve a deep dive into financial accounting and reporting, an examination of foreign currency transactions and disclosure notes, and you will be asked to construct a complete set of financial statements. Courses in this specialization include: Advanced Tax Research, Advanced Financial Accounting, and the Accounting Capstone, in which you'll demonstrate how the various components of an accounting system come together.

#### Audit

Take a deep dive into one of the critical accounting functions with your Master of Accountancy, Audit specialization from Forbes School of Business® at Ashford University. This specialization will teach you how to identify, detect, and prevent fraud. Your coursework will include: Forensic Accounting, Current Issues in Advanced Auditing, and the Audit Capstone, in which you will examine complex auditing concepts, as well as accounting concepts, financial statement reporting, taxes, risks, information systems, business law, and ethics.

### Master of Arts in Education – special terms and conditions

Successful completion of the Master of Arts in Education program by itself does not lead to certification or licensure in any state. This degree program will not make one eligible for traditional or alternative teacher certification or licensure in the State of Georgia or the State of Hawaii. It is the student's responsibility to determine individual state requirements for teacher certification or licensure. Please refer to [Education Resource Organizations Directory \(EROD\)](#) for individual state requirements for teacher certification or licensure. Please be advised that states change their policies from time to time and students are advised to check regularly with their state regulatory agencies' policies and procedures relating to licensure. Further, a criminal record may prevent an applicant from obtaining licensure, certification, or employment in this field of study.

### Master of Arts in Education – summary

#### 100 words

Elevate your education. Reach a career milestone by earning your online Master of Arts in Education degree from Ashford University. Study in depth those areas that most influence educational institutions, including curricula, assessment, advanced pedagogical theory, and principles of leadership. Master the skills to be an education leader, while improving instruction and promoting diversity. In addition to core online courses in teaching and learning, you choose a specialization to focus your degree. If you are committed to a future involving education, then the Master of Arts in Education from Ashford University is for you. Make an impact on our nation's schools with the expertise that derives from an advanced degree.



**60 words**

Elevate your education. Reach a milestone with your online Master of Arts in Education degree from Ashford University. Master the skills to be an education leader. In addition to core courses in teaching and learning, you choose a specialization to focus your degree. Make an impact on schools with the expertise that derives from an advanced degree.

**30 words**

Reach a career milestone with your online Master of Arts in Education degree from Ashford University. Make an impact on our nation's schools with the expertise that derives from an advanced degree.

**Master of Arts in Education –specializations**

Child Development  
Curriculum & Instruction  
Early Childhood Education  
English Language Learner  
Exceptional Systems for Revolutionizing Education  
Family & Community Services  
Higher Education  
Reading Literacy  
School Leadership in the 21<sup>st</sup> Century  
Special Education

**Commented [LW19]:** Use as a list or with descriptions

**Master of Arts in Education – Child Development specialization summary**

**120 words**

Tailor your teaching to children at all levels by earning your online Master of Arts in Education degree with a specialization in Child Development from Ashford University. Focus your education degree with the Child Development specialization that will build awareness and understanding of the natural milestones in child development.

This specialization allows you to examine developmentally appropriate methods for teaching young children. You will learn to establish partnerships with families and communities, customize instruction for specific learners, and identify developmental levels in education. If you are committed to a career involving education, then the online Master of Arts in Education degree with a specialization in Child Development from Ashford University is for you. Make an impact on our nation's schools with the expertise that derives from an advanced degree.

**60 words**

Tailor your teaching to children at all levels by earning your online Master of Arts in Education degree with a specialization in Child Development from Ashford University. Focus your education degree with the Child Development specialization that will build awareness and understanding of the natural milestones in child development. Make an impact on our nation's schools with the expertise that derives from an advanced degree.

**30 words**

Choose the Child Development specialization for your online Master of Arts in Education degree from Ashford University. Make an impact on our nation's schools with the expertise that derives from an advanced degree.

**Master of Arts in Education – Curriculum & Instruction specialization summary (secondary description for further MAEd detail)**

**120 words**

Be an agent for change when you choose Curriculum and Instruction as your specialization for the online Master of Arts in Education degree from Ashford University. In this specialization, you will build the skills to develop both an engaging curriculum and a caring and responsive learning environment. The Curriculum and Instruction specialization covers such diverse topics as systems thinking, metacognition, and differentiated instruction. You will learn to introduce change in education by designing instructional models for increased achievement. If you are committed to a career involving education, this program from Ashford University is for you. Make an impact on our nation's schools with the expertise that derives from an advanced degree.

**60 words**

Be an agent for change when you choose Curriculum and Instruction as your specialization for the online Master of Arts in Education degree from Ashford University. This specialization covers such diverse topics as systems thinking, metacognition, and differentiated instruction. You will learn to introduce change in education by designing instructional models for increased achievement.

**Commented [lw20]:** Use above Special Terms and Conditions for this specialization as well.

**30 words**

Choose the Curriculum and Instruction specialization for your online Master of Arts in Education degree from Ashford University. Make an impact on our nation's schools with expertise that derives from an advanced degree.

**Master of Arts in Education – Early Childhood Education specialization summary (secondary description for further MAEd detail)**

**Commented [lw21]:** Use above Special Terms and Conditions for this specialization as well

**120 words**

Choose the Early Childhood Education specialization for your online Master of Arts in Education degree from Ashford University to become an expert in child development. In this specialization, you will strengthen your skills as an educator for young people. The Early Childhood Education specialization covers language acquisition, classroom management, and the impact of families and communities on schools. You will learn to design primary-school curricula, deliver differentiated instruction to children, and collaborate with parents and communities. If you are committed to a career involving education, this program from Ashford University is for you. Make an impact on our nation's schools with the expertise that derives from an advanced degree.

**60 words**

Become an expert in child development by earning your online Master of Arts in Education degree with a specialization in Early Childhood Education from Ashford University. The Early Childhood Education specialization covers language acquisition, classroom management, and the impact of families and communities on schools. You will learn to design primary-school curricula, deliver differentiated instruction to children, and collaborate with parents and communities.

**30 words**

Choose the Early Childhood Education specialization for your online Master of Arts in Education degree from Ashford University. Make an impact on our nation's schools with expertise that derives from an advanced degree.

**Master of Arts in Education – English Language Learner specialization summary (secondary description for further MAEd detail)**

**Commented [lw22]:** Use above Special Terms and Conditions for this specialization as well

**120 words**

Teach the whole world by earning your online Master of Arts in Education degree with a specialization in English Language Learner from Ashford University. In this specialization, you will gain an understanding of the implications of diverse languages for student learning and achievement, as well as techniques for teaching English. The English Language Learner specialization focuses on addressing the needs of those for whom English is not the first language. You will study integrative strategies and methods, in addition to English syntax, grammar, and pronunciation. If you are committed to a career involving education, this program from Ashford University is for you. Make an impact on our nation's schools with the expertise that derives from an advanced degree.

**60 words**

Teach the whole world by earning your online Master of Arts in Education degree with a specialization in English Language Learner online from Ashford University. Gain an understanding of the implications of diverse languages for student learning and achievement, as well as techniques for teaching English. You will study integrative strategies and methods, in addition to English syntax, grammar, and pronunciation.

**30 words**

Choose the English Language Learner specialization for your online Master of Arts in Education degree from Ashford University. Make an impact on our nation's schools with expertise that derives from an advanced degree.

**Master of Arts in Education – Exceptional Systems for Revolutionizing Education (secondary description for further MAEd detail) – added 7/16/15****100 words**

Empower students who seek to establish committed, courageous, collaborative, creative, and character-centered ways to promote college readiness for all learners when you add the Exceptional Systems for Revolutionizing Education specialization to your Master of Arts in Education degree from Ashford University. You will learn specific elements and structures that contribute to successful schools and classrooms and how to replicate those in any educational setting. The specialization is especially appropriate for those who are interested in educational leadership or administrative roles in the field of education.

**60 words**

Empower students who seek to establish committed, courageous, collaborative, creative, and character-centered ways to promote college readiness for all learners when you add the Exceptional Systems for Revolutionizing Education specialization to your Master of Arts in Education degree from Ashford University. The specialization is especially appropriate for those who are interested in educational leadership or administrative roles in the field of education.

**30 words**

Add the Exceptional Systems for Revolutionizing Education specialization to your Master of Arts in Education degree from Ashford University to learn specific elements and structures that contribute to successful schools and classrooms.

**Master of Arts in Education – Family & Community Services specialization summary (secondary description for further MAEd detail)**

**120 words**

Provide for the welfare of all children and their families with a specialization in Family and Community Services added to your online Master of Arts in Education degree from Ashford University. In this specialization, you will support teachers with practical strategies and tools to support community-wide efforts to strengthen and support youth today. Parent and community involvement is a crucial element to school success. Promoting the social, emotional and academic skills necessary for student success in the 21st century requires a team effort of collaboration with schools, families and the community. Partner with schools, families, and communities to help schools succeed. You will study community development strategies, family welfare, and diversity.

**60 words**

Take a stand for families. Choose the Family & Community Services specialization for your online Master of Arts in Education degree to build parent and community involvement. The Family & Community Services specialization trains you to work in community service positions, including: child welfare, social work, mental health, family counseling, and community outreach.

**30 words**

Choose the Family and Community Services specialization for your online Master of Arts in Education degree from Ashford University. Partner with schools, families, and communities to help schools succeed.

**Master of Arts in Education – Higher Education specialization summary (secondary description for further MAEd detail)**

**120 words**

If you aspire to teach in a college or university, choose the Higher Education specialization as part of your online Master of Arts in Education degree from Ashford University. In this specialization, you will understand the relationships between planning and adult learning at the course, program, and institutional levels. The Higher Education specialization explores factors that affect adult learning, and the organizational cultures that promote or inhibit learning. You will examine curriculum, assessment, and student development in the post-secondary environment. If you are committed to a future involving education, this program from Ashford University is for you. Make an impact on our nation's schools with the expertise that derives from an advanced degree.

**60 words**

If you aspire to teach in a college or university, choose the Higher Education specialization as part of your online Master of Arts in Education degree from Ashford University. In this specialization, you will understand the relationships between planning and adult learning at the course, program, and institutional levels. Explore factors that affect adult learning, and the organizational cultures that promote or inhibit learning.

**30 words**

Choose the Higher Education specialization for your online Master of Arts in Education degree from Ashford University. Make an impact on our nation's schools with expertise that derives from an advanced degree.

**Master of Arts in Education – Instructional Practice specialization summary – launched 2/24/16**

**120 words**

Enhance your confidence, intelligence, and skills while preparing yourself for a career in the classroom with the Master of Arts in Education with a specialization in Instructional Practice at Ashford University. This online specialization is a unique partnership between Ashford and TeacherReady®, an online certification program associated with the state of Florida. Through the four specialization courses, you will learn the functions of STEM principals, create a balanced, results-oriented

**Commented [LW23]:** Use above Special Terms and Conditions for this specialization as well



learning experience for any educational environment, address the needs of diverse learners, and understand the types of assessments and how they appeal to different learners.

This specialization is only available to students who are residents in the following states: Arizona, California, Florida, Michigan, and Nevada.

**60 words**

A unique partnership with TeacherReady®, the Master of Arts in Education with a specialization in Instructional Practice at Ashford University will provide a foundation of connectedness between theory and practical application in instructional practice in any educational environment.

This specialization is only available to students who are residents in the following states: Arizona, California, Florida, Michigan, and Nevada.

**30 words**

Connect theory and practical application in any educational environment with your Master of Arts in Education with a specialization in Instructional Practices that brings together Ashford University and TeacherReady®.

**Master of Arts in Education – Reading Literacy specialization summary (secondary description for further MAEd detail)**

**Commented [lw24]:** Use above Special Terms and Conditions for this specialization as well

**120 words**

Open new worlds when you choose the Reading Literacy specialization in conjunction with your online Master of Arts in Education degree from Ashford University. Gain an understanding of the necessary skills for instruction in reading and writing. The Reading Literacy specialization includes intervention strategies for struggling readers. You will study reading comprehension, young adult literature, and reading skills assessment. Identify academic resources and develop new strategies for instruction. If your future goal is to empower new readers, then this specialization is for you. Make an impact on our nation's schools with the expertise that derives from an advanced degree.

**60 words**

Open new worlds when you choose the Reading Literacy specialization in conjunction with your online Master of Arts in Education degree from Ashford University. Gain an understanding of the necessary skills for instruction in reading and writing. The Reading Literacy specialization includes intervention strategies for struggling readers. You will study reading comprehension, young adult literature, and reading skills assessment.

**30 words**

Choose the Reading Literacy specialization for your online Master of Arts in Education degree from Ashford University. Study reading comprehension, young adult literature, and reading skills assessment.

**Master of Arts in Education – School Leadership in the 21<sup>st</sup> Century specialization (secondary description for further MAEd detail)**

**100 words**

Set yourself apart as an educational leader prepared for the challenges and opportunities of the 21st century. With the specialization in the Master of Arts in Education in School Leadership in the 21st Century, you can be an exceptional leader who implements research-based strategies for teaching, learning, and leadership in schools. You will be at the forefront of educational leadership while working with diverse learners and their families, helping others to understand the needs of 21st century learners, and by providing a mission- and learner-centered environment.

**60 words**

Set yourself apart as an educational leader prepared for the challenges and opportunities of the 21st century by earning your online Master of Arts in Education with a specialization in School Leadership in the 21st Century. You will be at the forefront of educational leadership while working with diverse learners and their families and helping others to understand the needs of 21st century learners.

**30 words**

Set yourself apart as an educational leader by earning your online Master of Arts in Education with a specialization in School Leadership in the 21st Century.

**Master of Arts in Education – Special Education (non-licensure) specialization summary (secondary description for further MAEd detail)**

**Commented [lw25]:** Use above Special Terms and Conditions for this specialization as well

**120 words**

Open up education to all students by earning your online Master of Arts in Education degree with a specialization in Special Education (non-licensure) from Ashford University. Focus your education degree with the Special Education specialization that will support the needs of exceptional students in school programs. The Special Education specialization allows you to respond to students' diverse abilities and styles as you provide equitable learning. You will learn classroom management, as well as how to identify disabilities and special abilities. If you are committed to a career involving education, then the Master of Arts in Education with a specialization in Special Education (non-licensure) from Ashford University is for you. Make an impact on our nation's schools with the expertise that derives from an advanced degree.

**60 words**

Open up education to all students by earning your online Master of Arts in Education degree with a specialization in Special Education (non-licensure) from Ashford University. Focus your education degree with the Special Education specialization that will support the needs of exceptional students in school programs. Make an impact on our nation's schools with the expertise that derives from an advanced degree.

**30 words**

Choose the Special Education (non-licensure) specialization for your online Master of Arts in Education degree from Ashford University. Make an impact on our nation's schools with the expertise that derives from an advanced degree.

**Master of Arts in Health Care Administration – summary**

**100 words**

Foster your health care future goals by earning your online Master of Arts in Health Care Administration degree from Ashford University. Deepen the value of your services with the expertise that derives from an advanced degree. This graduate degree empowers you to assume leadership positions in health care organizations. You will study such areas as finance, biostatistics, and strategic planning. The program incorporates applied health care theories across the domains of organized health care. With your Master of Arts in Health Care Administration, you demonstrate your expertise in directing health care organizations, leading health professionals, and delivering invaluable services to people in need.

**60 words**

Foster your career goals by earning your online Master of Arts in Health Care Administration degree from Ashford University. Deepen the value of your services with the expertise that derives from an advanced degree. With your Master of Arts in Health Care Administration, you demonstrate your expertise in directing health care organizations, leading health professionals, and delivering invaluable services to people in need.

**30 words**

Foster your career goals when you earn your online Master of Arts in Health Care Administration degree from Ashford University. Deepen the value of your services with the expertise that derives from an advanced degree.

**Master of Arts in Organizational Management – summary**

**120 words**

Develop professional competence in a world of rapid change with a online Master of Arts in Organizational Management degree from the Forbes School of Business® at Ashford University. Study organizational change, marketing, decision-making, strategic thinking, and innovation while learning to build an organizational culture that embraces quality and diversity. Explore your choices when you choose the standard Master of Arts advanced program emphasizing the human side of leadership or add one of several dynamic specializations to enhance your degree. Each specialization focuses on a unique element within the scope of Organizational Management that will further enhance your skills and prepare you for a larger range of responsibility. Your Master of Arts in Organizational Management degree is the first step to becoming an effective leader with global vision and awareness.

**60 words**

Develop professional competence in a world of rapid change with a online Master of Arts in Organizational Management degree from the Forbes School of Business® at Ashford University. Learn to build an organizational culture that embraces quality and diversity. Explore your choices when you choose the standard Master of Arts in Organizational Management advanced program emphasizing the human side of leadership or add one of several dynamic specializations.



30 words

Achieve your online Master of Arts in Organizational Management degree from Ashford University. Explore your choices when you choose the standard advanced program or add one of several dynamic specializations.

**Master of Arts in Organizational Management - specializations**

Global Management  
Human Resources Management  
Media Management  
Organizational Leadership  
Project Management  
Public Administration  
Supply Chain Management

Commented [lw26]: Use as a list or with descriptions

**Global Management**

Diversify your repertoire of leadership skills. With your Global Management Specialization added to your Master of Arts in Organizational Management degree from the Forbes School of Business® at Ashford University, you will develop a broad understanding of business and management across national and cultural boundaries. The Global Management Specialization exposes you to leadership strategies from a socio-political context, while providing you with the insight you need to comprehend and compare a variety of management styles from around the world.

**Human Resources Management**

Elevate your administration skills to new heights. With your Human Resources Management Specialization added to your Master of Arts in Organizational Management degree from the Forbes School of Business® at Ashford University, you will cover training and development, compensation and benefits, and strategies in human resources management. The Human Resources Management Specialization is your opportunity to explore how the Human Resources function can thrive within organizations, while crafting a solid hiring strategy to recruit the best talent, as well as the ever-changing legal requirements that influence the HR decision-making process.

**Media Management**

Use the media to grow your business. With the Media Management specialization added to your Master of Arts in Organizational Management degree from the Forbes School of Business® at Ashford University, you will develop a strategic plan for management of a media department. Through three specific courses in the Media Management specialization, you will strengthen your qualifications to manage a media team.

**Organizational Leadership**

Take your education to the next level with a specialization in Organizational Leadership. With your Organizational Leadership Specialization added to your Master of Arts in Organizational Management degree from the Forbes School of Business® at Ashford University, you will be well prepared to lead today's organizations through changing times. The Organizational Leadership Specialization amplifies your expertise in business and management while you explore leadership opportunities, organizational change, and how these will impact the future.

**Project Management**

Create ambitious goals and get results! With your Project Management Specialization added to your Master of Arts in Organizational Management degree from the Forbes School of Business® at Ashford University, you will master the discipline of successfully completing the specific objectives of any large endeavor. The Project Management Specialization builds upon your competency in project planning and risk management while developing a wide range of expertise in procurement, finance, and operations.

**Public Administration**

Explore your passion for public service. With your Public Administration Specialization added to your Master of Arts in Organizational Management degree from the Forbes School of Business® at Ashford University, you will enhance the management skills you need to perform effectively within a public, government, or non-governmental organizations. The Public Administration Specialization trains you to master the complexities of promoting civil society and social justice while developing a wide range of expertise in budgeting, human resources, quantitative methods, and public policy.

**Supply Chain Management**

Provide all the right goods at just the right time. With your Supply Chain Management Specialization added to your Master of Arts in Organizational Management degree from the Forbes School of Business® at Ashford University, you will further develop your logistics management skills, including materials management, evaluation and measurement, as well as distribution and inventory systems. The Supply Chain Management Specialization supplements your competency in business



administration while providing more specifically focused training in operations, production and delivery methods, quantitative methods, logistics, strategic planning, and project management.

**Master of Arts in Psychology – summary (launched 5/15/15)**

**120 Words**

Explore the mind! Complete your Master of Arts in Psychology degree online from Ashford University.

Professionals with a graduate degree in psychology can work in a variety of fields, including mental health, education, business, health care, counseling, and social and human services. Learn how to use psychological theories in any professional endeavor. You will also evaluate the scientific merit of psychological research and literature.

This graduate degree demonstrates your expertise at applying psychology to your work life. Take courses in developmental, social, and counseling psychology. If you are serious about enhancing your knowledge of psychology, then this degree program is perfect for you.

**60 Words**

Explore the mind! Complete your Master of Arts in Psychology online from Ashford University. This graduate degree demonstrates your expertise at applying psychology to your work life. Take courses in developmental, social, and counseling psychology. If you are serious about enhancing your knowledge of psychology, then this degree program is perfect for you.

**30 Words**

Explore the mind! Complete your Master of Arts in Psychology online from Ashford University. This graduate degree demonstrates your expertise at applying psychology to your work life.

**Master of Arts in Special Education - launched 3/2/16**

**100 words**

Open education to all students with your Master of Arts in Special Education from Ashford University. This online graduate degree is designed for professionals interested in working with children with disabilities.

Increasingly, there is a demand for educators with highly specialized skills. In this program, you will provide meaningful learning experiences based on the ways that exceptional students develop. Learn to design and implement curricula for exceptional students. Collaborate with families, fellow educators, and communities to address the needs of exceptional students. Create an environment that cultivates learning for all. Earn your Master of Arts in Special Education.

*An online degree from Ashford University does not lead to immediate teacher licensure in any state.*

**60 words**

Earn your Master of Arts in Special Education online from Ashford University. This graduate degree is designed for professionals interested in working with children with disabilities. In this program, you will provide meaningful learning experiences based on the ways that exceptional students develop. Learn to design and implement curricula for exceptional students. Create an environment that cultivates learning.

*An online degree from Ashford University does not lead to immediate teacher licensure in any state.*

**30 words**

Earn your Master of Arts in Special Education online from Ashford University. This graduate degree is designed for professionals interested in working with children with disabilities. An online degree from Ashford University does not lead to immediate teacher licensure in any state.

**Master of Arts in Teaching and Learning with Technology – summary – updated 7/1/15**

**100 words**

Earn your Master of Arts in Teaching and Learning with Technology from Ashford University to focus on developing your expertise in designing, implementing, and facilitating instructional technology in a variety of learning environments. Through your studies, you will connect theory and practice in the design of learning solutions for a digital age. Knowledge of current and emerging instructional technologies will support you in educational and professional settings. Students who successfully complete this degree program often pursue careers as instructional technology leaders, consultants and coaches, online educators, school or college technology experts, and educational entrepreneurs.

## **FB ADS REAPPLY**

### **Military**

#### **Version 1**

Headline: Complete Your Mission

Body: Come back to Ashford to finish your degree. Earn your Bachelor's or Master's while deployed.

#### **Version 2**

Headline: Your Training Has Value

Body: Reapply and put your military experience toward a Bachelor's degree. Learn your options.

### **Master's**

#### **Version 1**

Headline: Earn Your Master's Degree

Body: Get back in the game and finish your degree. Study anywhere, anytime. Ask about financing options to return to school.

#### **Version 2**

Headline: Finish Graduate School

Body: Your Master's degree is within reach. Ask about financing options at [degrees.ashford.edu](https://degrees.ashford.edu).

### **90+ Credits**

#### **Version 1**

Headline: Success Is Within Reach

Body: You've come so far. Return to school, and earn your degree. Learn how at [degrees.ashford.edu](https://degrees.ashford.edu).

#### **Version 2**

Headline: Return To School

Body: You've come too far to quit. Learn how you can get back in school, and earn your degree.

### **30-90 Credits Business**

#### **Version 1**

Headline: Finish Your Degree

Body: Get back into business school courses. Classes start Tuesday. See more at [degrees.ashford.edu](http://degrees.ashford.edu).

#### **Version 2**

Headline: Get Back In School

Body: Your earned credits count. Don't give up on your dream of a business degree.

### **30-90 Credits Generic**

#### **Version 1**

Headline: It's Time To Go Back

Body: Your online degree is waiting for you. Learn how you can get back in school.

#### **Version 2**

Headline: Your Degree Is Waiting

Body: Take charge of your future. Return to school and earn your Bachelor's online.

### **Less than 30 Credits Business**

#### **Version 1**

Headline: Keep Your Dream Alive

Body: Return to school and finish your business degree online. Learn how at [degrees.ashford.edu](http://degrees.ashford.edu).

#### **Version 2**



Headline: Get Back In The Game

Body: You've been on the sidelines too long. Finish your business degree online.

### **Less than 30 Credits Education**

#### **Version 1**

Headline: School Is Waiting

Body: Earn the education degree you've been working toward. Finish school online.

#### **Version 2**

Headline: Keep On Learning

Body: Return to school and earn your education degree online.

### **Less than 30 Credits Health**

#### **Version 1**

Headline: Revive Your Education

Body: You've come too far to quit on your goal of earning a health degree online.

#### **Version 2:**

Headline: Your Purpose Is Calling

Body: Finish the online degree you need to pursue a future in health care.

### **Less than 30 Credits Criminal Justice**

#### **Version 1**

Headline: Criminal Justice Degrees

Body: Go back to school online and earn your Bachelor's at [degrees.ashford.edu](https://degrees.ashford.edu).

#### **Version 2**

Headline: Finish Your Degree

Back: Prepare for the future you want with a Bachelor's in Social and Criminal Justice.

## **Less than 30 Credits Generic**

### **Version 1**

Headline: It's Time To Go Back

Body: Don't let another year go by without your degree. Return to school at [ashford.edu](http://ashford.edu).

### **Version 2**

Headline: The World Is Your Campus

Body: Return to a school that gives you flexibility to learn anywhere. See more at [ashford.edu](http://ashford.edu).

## FEBRUARY FACEBOOK ADS

15AUSM0047

### Behavioral Science

#### 1 (Applied Behavioral Science)

Headline Working with People

#### Body

Study methods, techniques, and theories to solve problems in community-based settings.

**Commented [LW1]:** Source material for content. Ads should link to degree pages of specific degrees where noted.

#### 2 (Cognitive Studies)

Headline Explore Learning

#### Body

Discover online courses on topics such as perception, reading, and intelligence.

#### 3 (Cultural Anthropology)

Headline The Meaning of Culture

#### Body

Examine diversity among cultures with online courses from Ashford University.

#### 4 (Psychology)

Headline Study Human Behavior

#### Body

Complete online coursework in physiology, human development, and group dynamics.

#### 5 (Social Science)

Headline Understanding Society

#### Body

Acquire a foundation of research skills from the social sciences at Ashford University.

#### 6 (Sociology)

Headline Social Rules

#### Body

Online courses delve into social relationship patterns, social interaction, and culture.

CR 0123797



## **Criminal Justice**

### **1 (Homeland Security & Emergency Management)**

**Headline**      **Emergency Planning**

#### **Body**

Learn how to plan for natural disasters in online courses from Ashford University.

### **2 (Law Enforcement Administration)**

**Headline**      **Build Leadership Skills**

#### **Body**

Take online courses that focus on leadership, management, and supervision.

### **3 (Military Studies)**

**Headline**      **The Role of the Military**

#### **Body**

Complete online coursework about ethics, international relations, and history.

### **4 (Social and Criminal Justice)**

**Headline**      **An Instrument for Change**

#### **Body**

Examine online topics related to forensics, psychology, and crime prevention.

### **5 (general criminal justice)**

**Headline**      **Safety First**

#### **Body**

Learn how to contribute to people's security.

### **6 (general criminal justice)**

**Headline**      **Criminal Justice Degrees**

#### **Body**

Achieve your undergraduate degree in the field of criminal justice.

## **Education**

### **1 (Early Childhood Ed)**

**Headline** Childhood Education

**Body**

Contribute to children's healthy growth. Specialize in Infant and Toddler Care.

### **2 (Child Development)**

**Headline** Be an Advocate for Kids

**Body**

Study the stages of development from infancy through adolescence at Ashford University.

### **3 (Instructional Design)**

**Headline** Online Learning

**Body**

Learn to deliver e-learning instruction with online courses from Ashford University.

### **4 (Library Science & Media)**

**Headline** A World of Information

**Body**

Study the application of technology to support learning and information access.

### **5 (education general)**

**Headline** Your Degree Is Here

**Body**

Education studies or child development – which subject is right for you? Find out here.

### **6 (grad programs)**

**Headline** Grad Degrees in Education

**Body**

Pursue your online graduate degree in education from Ashford University.

CR 0123797

## Forbes School of Business

### 1 (Sports Rec & Management)

Headline Sports Rec & Management

#### Body

Apply your love of sports to the world of business at the Forbes™ School of Business.

### 2 (Human Resources Management)

Headline Manage Human Resources

#### Body

Learn about the business, ethical, legal, and social factors that shape today's workplace.

### 3 (Public Relations & Marketing)

Headline PR and Marketing

#### Body

Enroll in the Forbes™ School of Business to study how to capture customers' attention.

### 4 (International Business)

Headline Global Knowledge

#### Body

Take courses in international marketing & business law at the Forbes™ School of Business.

### 5 (Business Leadership)

Headline Leadership Skills

#### Body

Foster your gift for guiding others with online courses at the Forbes™ School of Business.

### 6 (Service Management)

Headline Specialize in Service

#### Body

Add a specialization to the service management degree from the Forbes™ School of Business.

CR 0123797



## **Health**

### **1 (Psychology)**

**Headline** Study Human Behavior

#### **Body**

Understand how human behavior impacts the dynamics of a business or organization.

### **2 (Gerontology)**

**Headline** Perspectives on Aging

#### **Body**

Take courses in mental well-being and diversity in aging at Ashford University.

### **3 (Health & Wellness)**

**Headline** Healthy Lifestyles

#### **Body**

Explore dimensions of health and wellness with online courses from Ashford University.

### **4 (Health Care Administration)**

**Headline** Integrated Approach

#### **Body**

Investigate facets of a rapidly expanding health care industry at Ashford University.

### **5 (Complementary & Alternative Health)**

**Headline** Diversity in Health Care

#### **Body**

Analyze complementary & alternative health in online courses at Ashford University.

### **6 (Health & Human Services)**

**Headline** Interdisciplinary Degree

#### **Body**

Focus on the delivery of health and human services to diverse populations.

CR 0123797

## **Retargeting**

1

Headline Study Something You Love

Body

Technology allows you to pursue your passion and to earn your degree.

2

Headline Achieve a Milestone

Body

Earn your degree, and share your achievement with friends and family at commencement.

3

Headline Things Have Changed

Body

Higher education has changed thanks to technology. Earn your degree at Ashford University.

4

Headline Connect to a Degree

Body

Technology allows you to stay connected to your coursework at Ashford University.

5

Headline Online University

Body

You can go back to school online and still maintain your work and family life.

6

Headline School Comes to You

Body

Earn a degree in business, education, health, or liberal arts from Ashford University.

CR 0123797

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