

“Introduction to Qualitative Research” is part of the interdisciplinary *Certificate of Undergraduate Studies in Qualitative Research*

Qualitative research is increasingly used in a wide range of fields for the purpose of developing health and social policies, public relations strategies, consumer products, computer programs, educational programs, and governmental policies. Current employment trends clearly demonstrate the need for Rowan students to gain familiarity and experience with qualitative methodologies. A CUGS in qualitative research that engages students in experiential learning will enhance job accessibility and work performance.

Course requirements for the CUGS are the following:

- Introduction to Qualitative Research (Anth 02295)
- Psychological Anthropology (Anth 02420)

Students also choose three courses from the following *Electives Bank*

- Introduction to Anthropological Linguistics (Anth 02250)
- Museum Studies (Anth 02290)
- Anthropological Approaches to Culture Change (Anth 02371)

- Sociological Research Methods (Soc 08375)
- Sociology of Women in Society (Soc 08370)

- Introduction to Public Relations and Advertising Research (06310)
- Public Opinion (PR 99.362)

- Experiencing Documentary (RTF 01402)

Contact Prof. Seran Schug if are interested in learning more about the CUGS in Qualitative Research at schug@rowan.edu.