Online Master of Science

APPLIED

PSYCHOLOGY

USC Dornsife
Dana and David Dornsife
College of Letters, Arts and Sciences
Dear Prospective Student,

Thank you for your interest in learning to use applied psychology in the contemporary world of business and organizations. On behalf of the University of Southern California, I invite you to apply for admission to the USC online Master of Science in Applied Psychology program.

All successful businesses and organizations need two things: loyal employees and loyal customers. The online Master of Science in Applied Psychology focuses directly on these two crucial areas through studying both consumer psychology and organizational psychology. Other graduate programs may focus on one or the other. Yet in business, both are vital to managing a workforce and the central activities of marketing to consumers. Our unique program equips you to speak to both of these challenges through the language of psychology.

**Why Study Applied Psychology at USC?**

The USC online Master of Science in Applied Psychology is the nation’s only online master’s degree in applied psychology from a top 25 institution. Our program blends theory, research and practice to deliver a hands-on educational experience that helps you develop the insight and expertise to help organizations of all kinds achieve their goals and help you master new career challenges. Other program highlights include:

- **Contemporary Curriculum:** In our classes, psychology theory comes to life through team-based projects that address the problems diverse organizations are facing in today’s global and virtually connected world. Hone your ability to see the relevance of key psychological theories, learn the key questions to gain insight about what employees and consumers are thinking, help organizations make sound decisions based on people-centric data, and communicate persuasively to consumers and employees.

- **Innovative Faculty:** Our faculty have worked with or in organizations both large and small, for-profit and nonprofit. They are passionate about the role that can be played in arenas outside academia and clinical settings by professionals who understand human behavior.

- **Streamlined Format:** Earn a master’s degree in as few as 16 months, taking two courses per term to accommodate your busy schedule and help you succeed. As the marketplace and workforce become increasingly globalized and technology opens new avenues of communication, professionals with knowledge of human behavior are in demand. Whether your career interests are in recruitment, talent development and training, organizational change management, marketing or market research, the USC online Master of Science in Applied Psychology can help you develop the skills and vision to thrive in today’s business world and adapt to the world of tomorrow.

We applaud your exploration of the unique opportunity offered to you at USC.

Sincerely,

Ellen L. Leggett, Ed.D.

Ellen L. Leggett, Ed.D.
Program Director
Online Master of Science in Applied Psychology
University of Southern California
Learn the Psychology That Drives Business Success

It is vitally important in today’s global business arena to understand the motivations that propel consumers and employees to action. Designed for career-minded individuals seeking the mindset and skill set to use psychology in a business setting, the USC online Master of Science in Applied Psychology is the only online master’s degree in applied psychology from a top 25 institution.

Our program delivers innovative, contemporary coursework in key areas of organizational psychology and consumer psychology to help you see the psychology that fosters organizational success. Offered through the Dana and David Dornsife College of Letters, Arts and Sciences, the online Master of Science in Applied Psychology program features a strong support network of experienced faculty, staff and dedicated enrollment advisors to promote a smooth educational experience from application to graduation.

Career Outlook

Knowing how to strategically apply psychology and research tools in business settings can open many career opportunities in growing fields. The U.S. Bureau of Labor Statistics (BLS) predicts a higher-than-average job growth rate for market research analysts, survey researchers and related occupations. According to the BLS, market research positions are projected to grow 32% by the year 2020. Survey researchers and training and development specialists are also projected to experience extremely high growth rates.

Allied fields where a Master of Science in Applied Psychology could prove beneficial include human resources, advertising, public relations and marketing, market research, communications, education, government, law, health care, recruiting and strategic consulting.

Student learning objectives include:
- Understanding the intersection between psychology theory and applications of psychology.
- Understanding how to collect, deliver and apply qualitative and quantitative research data.
- Learning how to use data to make sound people-centric business decisions.
- Applying theory and research in consumer psychology and organizational psychology to the problems of contemporary organizations.
- Improving communication skills for a business setting.
- Developing fluid abilities that you can adapt to fit an evolving economy and a changing job market.

Rankings

The University of Southern California ranks among the top 25 national universities (U.S. News & World Report 2016).

Accreditation

The University of Southern California is regionally accredited by the Western Association of Schools and Colleges (WASC).

Visit appliedpsychologydegree.usc.edu for more info or call 1-877-830-8638 to speak with an enrollment advisor today.
Required Courses

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<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>PSYC 550A</td>
<td>Pro-seminar in Human Behavior: Foundations</td>
<td>4</td>
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<tr>
<td>PSYC 550B</td>
<td>Pro-seminar in Human Behavior: Application</td>
<td>4</td>
</tr>
<tr>
<td>PSYC 505</td>
<td>Research Methods in Applied Psychology</td>
<td>4</td>
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<tr>
<td>PSYC 552</td>
<td>Consumer Psychology</td>
<td>4</td>
</tr>
<tr>
<td>PSYC 565</td>
<td>Organizational Psychology</td>
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Electives (Choose 8 Units)*

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<tr>
<td>PSYC 517</td>
<td>Group Dynamics and Leadership</td>
<td>4</td>
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<tr>
<td>PSYC 556</td>
<td>Psychology of Interactive Media</td>
<td>4</td>
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<tr>
<td>PSYC 578</td>
<td>Workshop in Quantitative Methods</td>
<td>4</td>
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<tr>
<td>PSYC 521</td>
<td>Cross-Cultural Psychology in Applied Settings</td>
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Practicum Required

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<tr>
<td>PSYC 591</td>
<td>Internship in Applied Psychology</td>
<td>4</td>
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<tr>
<td>PSYC 592</td>
<td>Treatise Capstone</td>
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*Course offerings subject to change.

Admission Requirements

- **Online application.** Submit online application and application fee of $90
- **Resume**
- **Statement of purpose** (1,000 words max)
- **Three letters of reference** (one at least from an employer)
- **Bachelor’s degree.** From a regionally accredited institution
- **Grade point average:** Higher than a 3.0 GPA
- **Standardized examinations.** GRE required within five years of application
- **Statistics.** Completion of coursework in statistics is strongly recommended.
- **Language proficiency.** International graduate applicants whose native language is not English must demonstrate English language proficiency by submitting either TOEFL, IELTS or PTE Academic scores.
- **Transcripts.** Official transcripts are required from all colleges and universities attended, regardless of whether credit or a degree was obtained. Although there is no specific required major for admission to the program, most of those who are admitted will have completed substantial coursework in the social sciences, and success in the program will require a working understanding of major concepts and research methodologies associated with the study of human behavior. Those who have insufficient relevant background may be considered for admission subject to satisfactory completion of preparatory coursework. The transcript(s) must list degrees in psychology or social sciences, or significant coursework in industrial/organizational psychology, sociology, communications, anthropology, international relations, economics and political science. The official transcript should show the titles of all courses taken, grades or marks received, and the date and title of any degree(s) conferred. USC alumni do not need to submit an official transcript.

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