

Bachelor of Science in Applied Psychology with a concentration in Media and Technology



Approx. program length:

4 years

Credits:

120

Cost per credit:

\$398

[Tuition Guarantee](#)

Format:

Online & campus

Bachelor of Science in Applied Psychology with a concentration in Media and Technology

Learn how to apply psychological theories within a variety of industries such as business, education, social services and government using media and technology to influence behavior. With a Bachelor of Science in Applied Psychology with a concentration in Media and Technology you'll gain the skills to influence healthy technology-mediated relationships and learning. Courses in this program are just 5 weeks long, so they can fit into your busy life.

You'll learn how to:

- Create solutions to complex issues involving technology
- Use psychology to advance social and technological communications
- Analyze complex human challenges associated with technology
- Address social media, cultural and learning problems

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Projected job growth:

16%

According to [Bureau of Labor Statistics](#)

What can you do with a Bachelor of Science in Applied Psychology with a concentration in Media and Technology?

A BSAP/MT can prepare you to be a:

- Communications specialist
- Market research analyst
- Compliance coordinator

Possible career outcomes for graduates of this program

- Compliance Managers
- Regulatory Affairs Managers
- Managers, All Other
- Loss Prevention Managers

Institutional accreditation

University of Phoenix is accredited by the Higher Learning Commission (HLC), hlcommission.org. Since 1978, University of Phoenix has been continually accredited by the Higher Learning Commission and its predecessor.

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Total credits required:

120

Requirements and prerequisites

You'll need 120 credits to complete this Bachelor of Science in Applied Psychology with a concentration in Media and Technology. Your course schedule may vary based on transferable credits or credits earned through the University's Prior Learning Assessment.

15 Core Courses

Here's where you'll pick up the bulk of your program-specific knowledge. By the time you finish these courses, you should have the confidence and skills needed in this field.

- PSY/203T: Foundations of Psychology
- PSY/205T: Life Span Human Development
- IT/200: Digital Skills for the 21st Century
- PSY/245: Survey of Research and Statistics
- PSY/390: Learning and Cognition
- PSY/315: Statistical Reasoning in Psychology
- PSY/340: Biological Foundations in Psychology
- PSY/405: Theories of Personality
- APMT/315: Technology and Society
- PSY/400: Social Psychology
- PSY/420: Theories of Behavior
- APMT/430: Social Media and Human Interaction
- APMT/440: Influence of Media on Behavior
- APMT/460: Cyber Communications
- APMT/470: Digital Learning

19 General Education

These courses lay the foundation for all our degree programs. Because communication, math and writing skills aren't just universally applicable in this field — they're useful in daily life.

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- GEN/201: Foundations for University Success
- PSY/110: Psychology of Learning
- ENG/110: English Composition I
- HUM/115: Critical Thinking in Everyday Life
- FP/100T: Everyday Economics and Finances
- ENG/210: English Composition II
- SOC/110: Teamwork, Collaboration, and Conflict Resolution
- SCI/220T: Human Nutrition
- ARTS/100: Introduction to the Visual and Performing Arts
- ENV/100T: Principles of Environmental Science
- SOC/100: Introduction to Sociology
- POL/115: American National Government
- REL/134: World Religious Traditions II
- SCI/163T: Elements of Health and Wellness
- HUM/186: Media Influences on American Culture
- PSY/225: Positive Psychology
- SOC/262: Contemporary American Society
- MTH/215T: Quantitative Reasoning I
- MTH/216T: Quantitative Reasoning II

6 Required Program elective courses

Elective courses allow you to learn about topics you're interested in, so you'll have a degree that's unique to you and your education goals. Specialize your degree by choosing electives in a combination of Business, Economics, Human Resources, Marketing, Diversity, Culture, Communication, Global Perspectives, Journalism, Media, and Information Systems.

- ENG/135: Essentials of Contemporary Communication
- COM/295T: Business Communications
- BUS/212T: Foundations of Business
- BSCOM/300: Advertising and the Media
- SOC/315: Cultural Diversity
- PHL/320T: Critical Thinking and Decision Making in Business

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Schedule

Your academic counselor will help schedule your courses for a Bachelor of Science in Applied Psychology with a concentration in Media and Technology.

If you are located in Phoenix, this program may be offered as Blended. This means you'll start at the Phoenix campus* to complete your general education courses, and then transition to online learning for your core program courses.

*During COVID-19, while campus is temporarily closed, your campus classes will be held virtually so you can get face-to-face learning at home.

What you'll learn

When you earn your Bachelor of Science in Applied Psychology with a concentration in Media and Technology, you'll be equipped with a concrete set of skills you can apply on the job.

[Download learning outcomes](#)

Topics covered in this degree include:

- Technology and society
- Social media and human interaction
- Cyber communication
- Digital learning

Program Purpose Statement

The Bachelor of Science in Applied Psychology provides a contemporary perspective on the applications of psychology to mediated communication, relationships, learning and the role technology plays in human interactions. This program does not prepare students for any type of professional certification or licensure as a psychologist, counselor or other mental health provider.