

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

Utilize tech to enhance customer experience

Understand the role media and technology play in human interactions with a Bachelor of Science in Applied Psychology with a concentration in Media and Technology. Become an expert at using media and technology to enhance customer experience and influence customer behavior in industries such as business, education, social services and government. You'll also be able to apply psychological theories and concepts to influence healthy technology-mediated relationships and learning.

In this BS in Applied Psychology/Media and Technology program, you'll study:

- The application of psychological principles to the evolving world of apps, social media and digital interaction
- The benefits and potential harmful effects of technology on society
- The influence of media and social media on behavior
- The impact of digital technology on business, cybersecurity and social media
- Skills that translate across a variety of industries, such as healthcare, business and government

Specialize your degree by choosing electives in Business, Economics, Human Resources, Marketing, Diversity, Culture, Communication, Global Perspectives, Journalism, Media or Information Systems. You can complete your degree in four years, and you'll take just one 5-week course at a time so you can balance school with work and life.

What sets us apart?

When you choose our Bachelor of Science in Applied Psychology with a concentration in Media and Technology program, you can:

Specialize your degree

Choose electives in Business, Marketing, Diversity, Culture, Communication, Global Perspectives, Journalism, Media and more.

Understand and influence behavior

Become an expert at using media and technology to enhance customer experience and influence customer behavior in a variety of industries.

Learn on your schedule

Our Bachelor of Science in Applied Psychology/Media and Technology can be completed in short, manageable, 5-week courses that fit into your life.

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Projected job growth:

23%

According to [Bureau of Labor Statistics](#)

Job opportunities

According to the Bureau of Labor Statistics, the job growth for communications and market research specialists is projected to be 23 percent between 2016 and 2026. A Bachelor of Science in Applied Psychology with a concentration in Media and Technology can help prepare you to be a:

- Compliance coordinator
- Communications specialist
- Marketing research coordinator

Networking opportunities

Access powerful networking tools through our PhoenixLink™ career services platform. Take advantage of personal career coaching. Search and apply for jobs, or make your resumé visible to employers. And connect with employers and alumni through career fairs and mixers. It's all about connections. And we help you make them.

Learning outcomes

Along with the knowledge and skills related to the University Learning Goals, graduates should gain program-specific knowledge, skills and abilities. Each college or school creates a set of Program Student Learning Outcomes (PSLOs) to describe the knowledge, skills or attitudes students will possess upon completion of the program of study. By the time you complete your Bachelor of Science in Applied Psychology with a concentration in Media and Technology degree, you should be able to perform these [learning outcomes](#).

The goal of accreditation is to ensure that education provided by institutions of higher education meets acceptable levels of quality. Accreditation is your assurance the University meets quality standards.

Institutional accreditation

Regional accreditation is an institution-level accreditation status granted by one of six U.S. regional accrediting bodies. Accreditation by more than one regional accrediting body is not permitted by the U.S. Department of Education.

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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Course length:

5 weeks

Total credits required:

120

Max. number of transfer credits:

90

Requirements and prerequisites

You'll need 120 credits to complete this program. These may be earned through a combination of required and elective courses. Required courses may vary based on previous experience, training or transferable credits.

[View general requirements](#)

Transfer credits

Earn your degree faster. [Transfer eligible college credits](#) or [apply to have relevant experience evaluated](#) for potential college credit. Contact an enrollment representative at 844.YES.UOPX for more information.

Program purpose statement

The Bachelor of Science in Applied Psychology is an educational degree program that provides a foundation of knowledge in the field of psychology. This program does not prepare students for any type of professional certification or licensure as a psychologist.

Core courses

- PSY390: Learning And Cognition
- APMT315: Technology And Society
- PSY400: Social Psychology
- PSY405: Theories Of Personality
- PSY245: Survey Of Research And Statistics
- PSY315: Statistical Reasoning In Psychology
- PSY203: Foundations Of Psychology
- PSY420: Theories Of Behavior
- APMT430: Social Media And Human Interaction
- IT200: Digital Skills For The 21st Century
- PSY340: Biological Foundations In Psychology
- APMT470: Digital Learning
- PSY205: Life Span Human Development
- APMT440: Influence Of Media On Behavior
- APMT460: Cyber Communications