

For Immediate Release:

Florida Tech Becomes First Nationally Ranked, Accredited University to Offer Undergraduate Online Psychology Degree With Five Concentrations

New Bachelor of Arts in Applied Psychology Degree Available 100% Online From
U.S. News & World Report-Ranked Best National University

TAMPA, Fla., April 5, 2010 – Psychology is one of the most popular fields of study in America today. According to the U.S. Department of Education*, the bachelor's in psychology has remained among the top five baccalaureate degrees conferred since 1990. Florida Tech University Online (Florida Institute of Technology) now makes it possible for students across the country and around the globe to earn a world-class [applied psychology degree](#) 100% online.

In addition to the core Bachelor of Arts (BA) in Applied Psychology degree that serves as the foundation of the online program, Florida Tech offers students a choice of five concentrations: Child Advocacy, Clinical Psychology, Forensic Psychology, Human Factors and Organizational Psychology. The degree program and its concentrations combine a broad-based liberal arts curriculum with a scientific approach to understanding human behavior.

"Our [online psychology degree](#) prepares students to conceptualize broadly, think critically, communicate effectively and interact positively with diverse populations," said Dr. Mary Beth Kenkel, Dean of the College of Psychology and Liberal Arts, Florida Institute of Technology. "Courses are led by the same renowned scholars, researchers and leaders who teach on campus, so graduates of the online program get the same quality education and earn the same diploma as their main-campus peers."

Florida Tech's applied psychology faculty is unique in that professors currently work in their fields – a fact that Dr. Kenkel sees as a distinct advantage. "They are excellent instructors because they practice what they teach, bringing real-life examples into the classroom."

The [bachelor's in psychology](#) programs introduce students to functional knowledge and practical skills that are sought after by employers and a prerequisite for graduate-level studies. The degree options available via Florida Tech's multimedia video-based e-learning platform include:

[BA in Applied Psychology Degree](#) – Covering the major concepts of applied psychology, this program allows students to choose electives from any of the five concentrations offered online. It is a highly versatile degree that can lead to opportunities in a variety of fields, including behavioral and social sciences, business, sales and marketing. Graduates may find employment in such roles as counselors, applied behavioral science specialists, psychiatric technicians and case managers.

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* National Center for Education Statistics, *Digest of Education Statistics, 2008* (March 2009): Chapter 3, "Postsecondary Education"; Table 271; page 398.

[BA in Applied Psychology/Child Advocacy Degree](#) – Students in this program study child development, community psychology and critical issues pertaining to child maltreatment. These specialized courses expose students to critical skills required of child advocates, who serve in such roles as youth counselor, victim advocate, child development specialist and child welfare specialist.

[BA in Applied Psychology/Clinical Psychology Degree](#) – This liberal arts degree program exposes students to an introductory study of psychological and behavioral problems, with a focus on identification, testing, analysis and treatment. The goal of the curriculum is to provide the necessary foundation for pursuit of clinical graduate study.

[BA in Applied Psychology/Forensic Psychology Degree](#) – The field of forensic psychology examines human behavior as it relates to matters of law enforcement and the legal system. Graduates with a forensic psychology concentration possess the knowledge required for positions such as mental health and forensic services program specialist, behavioral services technician or case manager.

[BA in Applied Psychology/Human Factors Degree](#) – This program explores the physical, social and cognitive properties characteristic to humans, and how these factors relate to the design of equipment, systems and working methods. Students can apply their knowledge in roles such as ergonomics specialist, safety supervisor or usability design specialist.

[BA in Applied Psychology/Organizational Psychology Degree](#) – An industrial/organizational psychology education prepares students to apply psychological techniques that can improve productivity, attitude and behavior in the workplace. Graduates in this field may find employment as labor relations specialist, director of human resources or organizational management consultant.

Enrollment is now open for Florida Tech's applied psychology degree online program. For more details, visit www.floridatechonline.com or call **888-352-8324**.

About Florida Tech

Florida Tech is a regionally accredited university that is world renowned for its distinguished faculty, comprehensive curriculum and unyielding innovation. Regional accreditation represents the highest standard available among U.S. accrediting bodies. Florida Tech continues to be ranked a Best National University by *U.S. News & World Report*. It is also rated by the *Fiske Guide to Colleges* and named a best buy in *Barron's Best Buys in College Education*. Founded in 1958, Florida Tech has more than 50,000 alumni. Its main campus is located on 130 subtropical acres in Melbourne, Florida, on the state's famous "Space Coast."



Florida Institute of Technology is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate, master's, education specialist and doctoral degrees.

About University Alliance Online

The University Alliance (UA) facilitates the promotion and online delivery of associate's, bachelor's and master's degrees as well as professional certificate programs from the nation's leading traditional universities and institutions. Powered by UA's technology and support services, our university partners have surpassed 450,000 online enrollments and a million credit hours — making UA the largest facilitator of e-learning in the country.