



PSYCHOLOGY

UW-EAU CLAIRE UNDERGRADUATE FACT SHEET

Psychology is the science of behavior and mental processes that explores the causes of our thoughts, feelings and actions. Psychologists seek to understand how behavior and mental processes are influenced by biological make up and by physical, social and cultural environments. Through classroom discussions, hands-on learning and research projects, you will gain the knowledge and skills needed to seek an advanced degree or a psychology-related career.

WHY STUDY PSYCHOLOGY?

- If you're attracted to careers devoted to helping others live more satisfying lives, the psychology major is an excellent choice. You'll gain the skills, knowledge and understanding of the human experience to assist individuals and groups through difficult life situations including drug abuse, weight loss, domestic violence, behavioral and emotional problems, and cognitive and physical disabilities.
- The undergraduate degree in psychology provides essential preparation for advanced training in graduate school or professional training. Advanced degrees prepare you for careers in counseling or clinical psychology, industrial psychology positions in business, or for researching and teaching at a college or research institute.
- For those students who do not wish to become psychologists, a four-year degree is solid preparation for jobs in various areas that overlap with business, sociology, political science, social work, geography and criminal justice.
- As depression and other chronic problems increasingly become recognized as treatable disorders,

the demand for psychologists and people working in the helping professions is expected to grow in corporate, correctional, educational and public settings.

THE EAU CLAIRE ADVANTAGE

- The UW-Eau Claire department of psychology has excellent facilities, including state-of-the-art human and animal laboratories, rooms equipped for group or individual experiments, and behavior observation rooms with videotape equipment.
- Students gain hands-on experience at our on-campus counseling center and off-campus locations such as a center for the developmentally disabled, a treatment center for emotionally disturbed children,

halfway houses and a crisis intervention service.

- Students can participate in a variety of on-campus student organizations including the Psychology Club.
- Through our faculty/student collaborative research program, students participate in fascinating research projects while working one-on-one with a professor in their field and gaining in-depth knowledge for their careers or graduate school.
- Unlike many other public universities, classes are not taught by teaching assistants. Students work alongside interesting professors who inspire learning.
- Small classes, individual attention.

CAREER OPTIONS

Following is a sampling of career paths our graduates pursue:

- Clinical Psychologist: assess and treat patients in a health care setting.
- Counseling Psychologist: help people in a variety of environments solve problems and improve their well being.
- School Psychologist: address the learning difficulties of children and advise parents, teachers and schools.
- Forensic Psychologist: assess and treat criminal offenders.
- Human resources including employee planning, recruitment, training and welfare.
- Public Relations Specialist or Market Researcher.

UNDERGRADUATE PROGRAMS

The UW-Eau Claire department of psychology offers:

Major/Minor

- Psychology – liberal arts

UW-EAU CLAIRE FACTS AT A GLANCE

- Location: Eau Claire, Wis.; city pop. 64,000, metro. pop. 151,000
- Average enrollment: 10,500
- Undergraduates: 10,063
- Graduate students: 503
- International students: 124
- Multicultural students: 485
- Average men-women ratio: 2-to-3
- Students who spend at least a semester studying abroad: 24%
- Students doing undergraduate research with faculty/staff: 710+
- ACT composite average: 24+
- Average high school rank: 77%
- Average class size: 28
- Faculty-student ratio: 1-to-20
- Computers-student ratio: 1-to-9
- Student organizations: 224
- Walk across campus: About 10 minutes
- Nickname: Blugolds
- Colors: Navy and old gold

HIGH SCHOOL PREPARATION

- No special high school preparation, other than a mastery of basic academic skills, is necessary for students planning to major in psychology. Students planning to pursue advanced degrees are encouraged to take calculus and courses in the biological and physical sciences.
- All students who enroll at UW-Eau Claire are required to have a minimum of 17 college preparatory units including:
 - 4 years of English (at least 3 composition and literature)
 - 2 years of a single foreign language
 - 3 years of math (algebra, geometry, 1 advanced college preparatory math)
 - 3 years of natural science
 - 3 years of social science (1 must be world or American history)
 - 2 additional units in the areas already mentioned or other academic areas

COURSE WORK

In addition to a variety of general education courses in communications, social sciences, natural sciences and humanities, all psychology majors and minors are required to take the following core courses in psychology:

- Psyc 100 General Psychology
- Psyc 101 Psychology as a Discipline and Profession
- Psyc 265 Statistics
- Psyc 271 Research Methods
- Psyc 400 History and Systems
- Psyc 470 Senior Research Seminar

Elective courses within the major may be organized around students' interests and career goals. The department offers courses in the following areas: clinical/counseling, developmental, social, personality, behavior genetics, evolutionary, physiological, motivation, cognition, learning, language, gender, and the applied areas of behavior analysis, education and aging.

Undergraduate Emphasis in Behavior Analysis Leading to National Certification

The department of psychology has an emphasis in behavior analysis designed to prepare students for certification as associate behavior analysts. As associate behavior analysts, our graduates can achieve high paying professional careers serving the needs of children, youth or adults with cognitive, emotional or behavioral challenges. Certification as an associate behavior analyst requires the successful completion of course work, supervised experience and the certification examination described below. All credits earned in the certification emphasis may be applied toward the graduation requirement for a psychology major.

COURSE REQUIREMENTS

COURSE#	TITLE
Psyc 281	Introduction to Behavior Analysis and Therapy
Psyc 312	Experimental Analysis of Behavior
Psyc 390	Advanced Applied Behavior Analysis

Supervised Experience

Psyc 480/481 Internship in Applied Behavior Analysis
(six months of supervised experience)

Certification Examination

Certification is awarded after successful completion of the National Certification Examination given by the Behavior Analysis Certification Board.

FOR MORE INFORMATION

For more information about UW-Eau Claire's programs in psychology, contact:

PSYCHOLOGY

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For more information about campus including costs, housing, admission requirements and tours:

ADMISSIONS

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Experience the Eau Claire Advantage.