

Explore the mind of the consumer through The Chicago School's Behavioral Economics programs.

With foundations in advanced psychology, the Behavioral Economics programs at The Chicago School provide students with two pathways to building skills in understanding and influencing consumer behavior: the Certificate in Behavioral Economics, a customizable and abbreviated credential situated within the Behavioral Economics program, and the M.A. in Behavioral Economics, a traditional full master's degree with elective options.

Our M.A. in Behavioral Economics and Certificate in Behavioral Economics programs blend elements of consumer, social, and cognitive psychology to provide a psychological perspective to consumer behavior.

Those who earn their degree or certificate are prepared to deliver professional services, perform research, excel as leaders and policy advisers, and serve diverse populations in business, marketing, and politics with sensitivity and inclusion.

About The Chicago School

The Chicago School of Professional Psychology is a nonprofit, accredited institution with more than 5,700 students at campuses across the country (Chicago, Dallas, Southern California, Washington, D.C., and online). The Chicago School has been an innovator in the field of psychology and related behavioral sciences since 1979. The Chicago School offers more than 30 degree programs and several opportunities for international experiences.

Program features

Dedicated, engaged faculty

who are highly experienced professionals and leaders in their respective fields.

A student-faculty partnership model

that encourages collaborative work between students and instructors, enhancing professional, academic, and community engagement.

Integrated learning

that balances classroom instruction and "real work" research and application.

A curriculum that values exposure to a variety of strategies

for understanding and researching diverse human experience and behaviors.

M.A. in Behavioral Economics

The online M.A. Behavioral Economics non-licensure program is designed for working adults interested in psychological perspectives of human decision-making, risk assessment, and consumer behavior. This program provides students an alternative to the traditional MBA by offering a curriculum with a foundation in advanced psychology that addresses broader business applications to decision-making, negotiation, marketing, and consumer behavior.

The M.A. in Behavioral Economics utilizes a competency-based model grounded in consumer, social, cognitive and consulting psychology, as well as political science and infuses multicultural perspectives from diverse market audiences. The curriculum is interdisciplinary in approach and integrates theories of consumer decision-making, consulting, and financial literacy, including coursework in choice architecture, neuromarketing, and persuasive messaging to generate a richer understanding of human behavior.

Graduates are prepared to deliver professional services, perform research, excel as leaders and policy advisers, and to sensitively and inclusively serve diverse populations in business, marketing, and politics.

What Distinguishes This Program?

- The online Behavioral Economics M.A. program provides students with an alternative to the traditional MBA by combining social psychological theory with a practical application toward decision-making and consumer behavior within the context of a psychology degree.
- The program is distinct from those of competing institutions both in its flexible online delivery model and its curriculum, which blends elements of consumer, social, and cognitive psychology while providing a psychological perspective to behavioral economics.
- Upon successful completion of the online M.A. in Behavioral Economics program, students who meet admissions requirements will be prepared to enter The Chicago School's Business Psychology Ph.D. program, allowing them to pursue additional postgraduate and career opportunities.

Career Possibilities

Graduates can consider careers in the following fields:

- **Consulting**
- **Public relations**
- **Human resources**
- **Public service**
- **Health care**
- **Nonprofit**
- **Marketing**
- **Higher education**
- **Government**

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800-721-8072

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M.A. Student Experience

The M.A. in Behavioral Economics program is designed to support interaction and learning among students and faculty by incorporating cohort membership, small groupings, a blended delivery system, active learning, and pedagogical “best practices” within the design.

Cohort model: Students in the Behavioral Economics M.A. program move through a sequence of courses collectively. The common goal of starting and completing the program together encourages students to work collectively, which promotes the development of personal relationships and the building of a professional network. Cohort membership enables students to support and learn from other students.

Small groupings: The program strategically allows for arrangement of students in small groups for online learning that is advantageous for active learning. As approximations, online courses have fewer than 20 students.

Diverse delivery system: This program utilizes both synchronous and asynchronous instructional modalities to provide students an accommodative learning environment that encourages interaction among students and faculty, supports active learning, and respects diverse talents and ways of learning. Asynchronous learning includes the use of online forums, as well as audio and video recordings. Synchronous learning includes the use of live chat sessions and virtual meetings.

Student services: Online students have access to a range of student support services including: access to Library Services, professional skill development through Career Services, opportunities to study abroad, the chance to present original research at the Graduate Research Forum, and engagement opportunities through student groups and societies.

Certificate in Behavioral Economics

Also available is our Certificate in Behavioral Economics. This program requires fewer credit hours than the M.A. yet also blends behavioral economics and business psychology to provide a unique alternative to a traditional MBA. Curriculum begins with an introduction to the fundamentals of behavioral economics. Students then choose two electives that suit their professional goals.

Total program credits: 9-10 credit hours

Length of program: 3 terms

Delivery format: online

M.A. Program Specifications

The M.A. in Behavioral Economics is a non-licensure 40 credit hour program. The program includes:

- **18 credit hours of core course work**
- **16 credit hours of research course work**
- **6 credit hours of elective course work**

The program culminates in an Applied Research Project in which students will apply behavioral economics concepts to an approved topic. Students will complete classwork over the course of their studies that will guide them through the process of writing the Applied Research Project. A faculty member will approve and supervise the project through these courses.

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