To: The UEPC  
From: The Department of Psychology  
Re: Course Proposal for Psychology 169

The changes we request are the following:

To present a formal proposal for Psych 169 (which had been approved and taught as an experimental course). Psych 169 would be an upper division elective course in old Psychology major or the new Psychology major that was recently passed by the UEPC.

Course Proposal—For Psychology 169

1. School, Department, and Title of the Course  
   School of Science, Department of Psychology – Psychology 169: Attitudes and Attitude Change.

2. Justification for the Course, Including its Relationship to Departmental and College Goals as well as Course Objectives and Requirements.

   Justification for the Course and Its Relationship of the Course to Departmental and College Goals.

   Our goals in proposing this change to Psych 169 are two-fold:

   A. In 2006-07, the department decided to adopt-with revisions appropriate to our department- the learning goals suggested by the American Psychological Association. The following is a statement of the relevant learning goals that appear in the SMC catalog:

   “Upon completion of the requirements for the Bachelor of Science degree in Psychology, graduates will be able to:

   Goal 1: Demonstrate knowledge of the theoretical approaches, research findings, and historical trends in psychology.

   Goal 2: Engage in informed, critical, intellectual discussion surrounding questions of human behavior.

   Goal 7: Apply psychological theory and research to issues in your career, personal life, and problems of social justice in the world around you.”

   Psych 169, in its proposed format, will require the knowledge of and application of psychological theory and research in the area of attitudes and attitude change. Papers in the course will also require investigation of topics such as stereotyping
and marketing. Discussions in the course will require critical examination of human behavior.

Therefore, Psych 169 will allow us to better meet our departmental goals: #1, #2, and #7.

B. In summer 2009, a sub-group of department members began the process of examining our program relative to other psychology programs. As a result of this analysis, it was found that select comparison schools have more applied courses. These applied courses are especially important for preparing students well for the possibility of entry into graduate school and/or work in psychology.

Therefore, as course involving the application of theory and research relevant to attitudes and attitude change, Psych 169 will bring us in line with best practices from our comparison colleges.

**Course Requirements.**

This course will examine the nature and structure of attitudes as well as the forces involved in attitude change. Learning goals would include: (1) students will demonstrate an understanding of attitudes and attitude formation and (2) students will demonstrate knowledge of the implications of attitude change in everyday life. Applied topics such as stereotypes, group influence, marketing, and job interviews will be examined. Students will be assessed via class participation, oral group presentations, and four exams.

3. **Student Population**

The course would be open to both Psychology majors and minors as well as anyone who has taken Psychology 1 (such as Business Majors). Expected enrollment would be 25 students. The course would count as an upper division elective in Psychology. It would fulfill the Area C requirement.

4. **Relationship to Other College Curriculum**

**Within the Department.**

In summer 2009, a sub-group of department members began the process of examining our program relative to other psychology programs. As a result of this analysis, the decision was made to make the major more flexible and more applied. In keeping with these goals, the following revised major was proposed and then approved by the UEPC in November, 2012 and by the Senate in December 2012:
Major Requirements:
The curriculum of the Psychology Department is divided into four content areas: biological, developmental, personality, and social courses. The proposed major and proposed concentrations listed below will continue to reflect these.

Under the new major, psychology students, regardless of concentration, are required to take the following five courses:

- Psych 1: Introduction to Personal-Social Psychology
- Psych 2: Introduction to Brain and Behavior
- Psych 3: Psychological Methods and Analysis I
- Psych 103: Psychological Methods and Analysis II
- Psych 110: Psychobiology

In addition, students would choose two of the following courses:

- Psych 140: Human Development
- Psych 150: Personality Psychology
- Psych 160: Social Psychology

And one of the following courses:

- Psych 126: Sensation and Perception
- Psych 127: Cognitive Science
- Psych 128: Neuropsychology

And one of the following courses:**

- Psych 100: Seminar in Psychology
- Psych 106: Experimental Research
- Psych 195: Special Field Study

And select 5 additional Upper Division Psychology electives.

Within the new major, there are 5 core courses, which will ensure coverage of the breadth of psychology; sets of required courses and increased electives, to allow for depth; and a “senior experience” course to allow students to place their education into practice and/or into perspective.

The purpose of this course proposal is to refine the guidelines, requirements and academic components of the 169 to allow it to better serve its role as an upper-division elective psychology course.

One tenured psychology faculty member who is teaching full time in the department (Emily Hause) has committed to offer sections of Psych 169. Two other tenured psychology faculty members (Paul Zarnoth and Jim Temple) are also well qualified to teach the course.

Outside of the Department.

There should be almost no impact on courses or programs outside of the department as the students in this course would mostly be Psychology majors. The impact for students would be positive in that the course would allow them the
opportunity to apply their knowledge of psychology, to more deeply explore the theory and research in this area of social psychology, and to better meet the goals of the department and the college.

The course would count as an upper-division elective in Social Psychology. The department has had a need for more upper-division electives (due to high numbers of students and due to the new design of the Psychology major) and Attitudes and Attitude Change are popular and important topics.

5. **Extraordinary Implementation Costs**

   No extraordinary implementation costs are foreseen.

6. **Library Resources**

   Developed by Patty Wade (see attached)

7. **Course Credit and Grading Options**

   Class meetings will be 3 hours/week for 14 weeks. Full course credit (1.0), upper division. Average time spent out of class in preparation per week: 9. The course will be primarily a lecture style course, with seminar style discussions and group presentations also used.

8. **Prerequisites**

   Prerequisites include: Psychology 1.

9. **Course Description Catalog Language**

   **Psychology 169 Attitudes and Attitude Change**
   
   This course will examine the nature and structure of attitudes as well as the forces involved in attitude change. Applied topics such as stereotypes, group influence, marketing, and job interviews will be examined. Prerequisites: Psychology 1.

10. **Course Content**

    See attached syllabus