



**Name of existing program:** Applied Psychology

**Proposed new name:** Industrial and Organizational Psychology

**Program type:** Undergraduate Degree

If graduate/undergraduate degree or concentration is selected, indicate degree type and major (e.g., BA, MBA, PhD)  
BS

**Plan code(s) for the program:**

If this is a degree program that has multiple concentrations, list all plan codes impacted.  
ECPSYBS

**Requested effective date:** 2013-14

Select the catalog year for which students can begin applying into this program with the new name.

Note:

1. Name changes can only be implemented so as to be effective for a fall semester.
2. All existing and continuing students will be moved to the new name.
3. Students who complete the degree requirements prior to the fall effective date graduate under the old name.

**Briefly describe the proposed change and rationale for the change:**

The Applied Psychology program at the Polytechnic Campus has always seen low enrollment at the undergraduate level. The program's focus is on how humans interact with both other humans and new innovations in technology, including the underlying psychological processes as related to providing innovation in system design and training. This matches well with the proposed name. The new name reflects recongized branches of the field and is expected to increase enrollment.

**Discuss the impact of this change on current students and/or enrollment:**

Only a positive impact on few current students expected since the proposed degree name is more accepted in the world of psychology. We expect a significant increase in enrollment once the new degree name is marketed.



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## Scott Danielson

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**From:** Mitzi Montoya  
**Sent:** Monday, November 26, 2012 11:45 AM  
**To:** Scott Danielson  
**Cc:** Mitzi Montoya; Chell Roberts  
**Subject:** Re: Rename of BS in Applied Psychology Proposal Approval

Approved

*Mitzi Montoya*  
*Sent from my DROID*

Scott Danielson <[Scott.Danielson@asu.edu](mailto:Scott.Danielson@asu.edu)> wrote:

Dean Montoya,

I am asking for your approval on the attached proposal to rename the BS in Applied Psychology to the BS in Industrial and Organizational Psychology. Your approval is needed before I can send the proposal forward to the Provost's office.

Your approval indicates that the proposal has been approved by all necessary unit and College/School levels of review and that you recommend implementation of the proposed degree program.

Thank you.

Scott Danielson, Ph.D., P.E.  
Associate Dean for Academic Programs  
College of Technology and Innovation  
Arizona State University  
480-727-1185