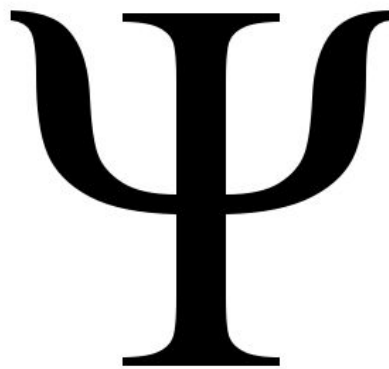


# Guide to Graduate Programs in Consumer Psychology

*A resource to help start your graduate school  
search*



# Graduate Schools:

\*For more information visit the graduate school's website\*

General Resource(s):

[www.onetonline.org](http://www.onetonline.org)

[www.bls.gov](http://www.bls.gov)

[www.apa.org](http://www.apa.org)

University of Pennsylvania <i>Philadelphia, PA</i>	<p><b><u>General Guide to Finding the Program:</u></b></p> <p><i>All websites are different but here are some general steps for finding the program landing page.</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Do a general search in Google (ex: Art Therapy at Loyola Marymount University) or...</li> <li><input type="checkbox"/> Do a general search in Google for the university name</li> <li><input type="checkbox"/> Select Admissions</li> <li><input type="checkbox"/> Select Graduate Programs</li> <li><input type="checkbox"/> Select desired program from list</li> </ul> <p><i>**Know that this list is not exhaustive but merely a sampling of the schools you could look into.</i></p>
Yale University <i>New Haven, CT</i>	
Carnegie Mellon University <i>Pittsburgh, PA</i>	
Northwestern University <i>Evanston, IL</i>	
Stanford University <i>Stanford, CA</i>	
University of Southern California <i>Online</i>	
New York University <i>New York, NY</i>	
Washington University <i>St. Louis, MO</i>	
UCLA <i>Los Angeles, CA</i>	
USC <i>Los Angeles, CA</i>	

# Programs Summary Table

College/University	Program Title	Program/Years to complete
University of Pennsylvania	Joint Doctoral Degree in Marketing and Psychology	
Yale University	PhD in Behavioral Marketing with joint concentration in Marketing and Psychology	5 years
Carnegie Mellon University	Joint Doctoral Degree in Behavioral Marketing and Decision Research	
Northwestern University	PhD in Marketing, Consumer Behavior track	5-6 years
Stanford University	PhD in Marketing, Behavioral track	5-6 years
USC (Online)	MS in Applied Psychology (focus on consumer psychology and organizational psychology)	1 year
New York University	MA in Psychology (Social and Consumer Psychology track)	4-5 years
Washington University	PhD in Marketing, Consumer Behavior track	5 years
UCLA	PhD in Marketing, Consumer Behavior track	4 years
USC	PhD in Marketing, Consumer Psychology area MS in Marketing, Consumer Behavior specialization	PhD: 5 years MS: 1 year

## Next Steps:

- Check if the program is accredited
- Check on Admissions Requirements (GPA, GRE Exam, Portfolio, etc.)
- Check on Application Submission Deadlines
- Check on the cost of tuition and living
- Look into opportunities for assistantships, funding, or Financial Aid
- Find programs with faculty that have similar research interests
- Check on the location of the university - Do you see yourself living there?
- Check if there are online programs

## Individual Program Summary Table

College/University & Location	Program Title	Program/Years to complete	Admission Req.	App. Deadline	Tuition	Funding, Assistantship or Financial Aid	Faculty & Research	Online Program