

# Postgraduate Certificate Social Psychology



## Postgraduate Certificate

### Social Psychology

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/psychology/postgraduate-certificate/social-psychology](http://www.techtitute.com/us/psychology/postgraduate-certificate/social-psychology)

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# 01

# Introduction

The psychologist's work in the social area has become one of the most interesting professional opportunities in recent times. This program has been created to offer these professionals real training in this form of intervention, which will boost their resume to the highest level of competitiveness. With total quality and the most efficient study system in the academic panorama.





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*This Postgraduate Certificate will broaden your horizons as a psychologist and will allow you to grow personally and professionally”*

This Postgraduate Certificate provides extensive knowledge in models and advanced techniques in Social Psychology. For this, you will have a teaching faculty that stands out for its extensive professional experience in the different fields in which psychology has developed and in different sectors of the population.

Throughout this program, you will learn the current and newest approaches on this topic. You will learn to describe and measure interaction processes, group dynamics, group and intergroup structure, and analyze the differences between different social disturbances.

We will not only take you through the theoretical knowledge we offer, but we will introduce you to another way of studying and learning, one which is simpler, more organic and more efficient. We will work to keep you motivated and to develop your passion for learning, helping you to analyze and to develop critical thinking skills.

A high-level step that will become a process of improvement, not only on a professional level, but also on a personal level.

This **Postgraduate Certificate in Social Psychology** contains the most complete and up-to-date program on the market. The most important features include

- The development of 100 case studies presented by experts in Social and Group Psychology
- The graphic, schematic, and practical contents provide students with scientific and practical information on the disciplines that are essential for Psychologist
- New developments and innovations in the different areas of psychology
- Practical exercises where the self-assessment process can be carried out to improve learning
- The interactive learning system based on algorithms for making decisions on the situations posed
- Special emphasis on cutting-edge methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection



*A training created for professionals who aspire to excellence and that will allow you to acquire new skills and strategies in a fluent and effective way"*

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*A totally efficiency-focused approach that will allow you to learn in a real, constant and efficient way”*

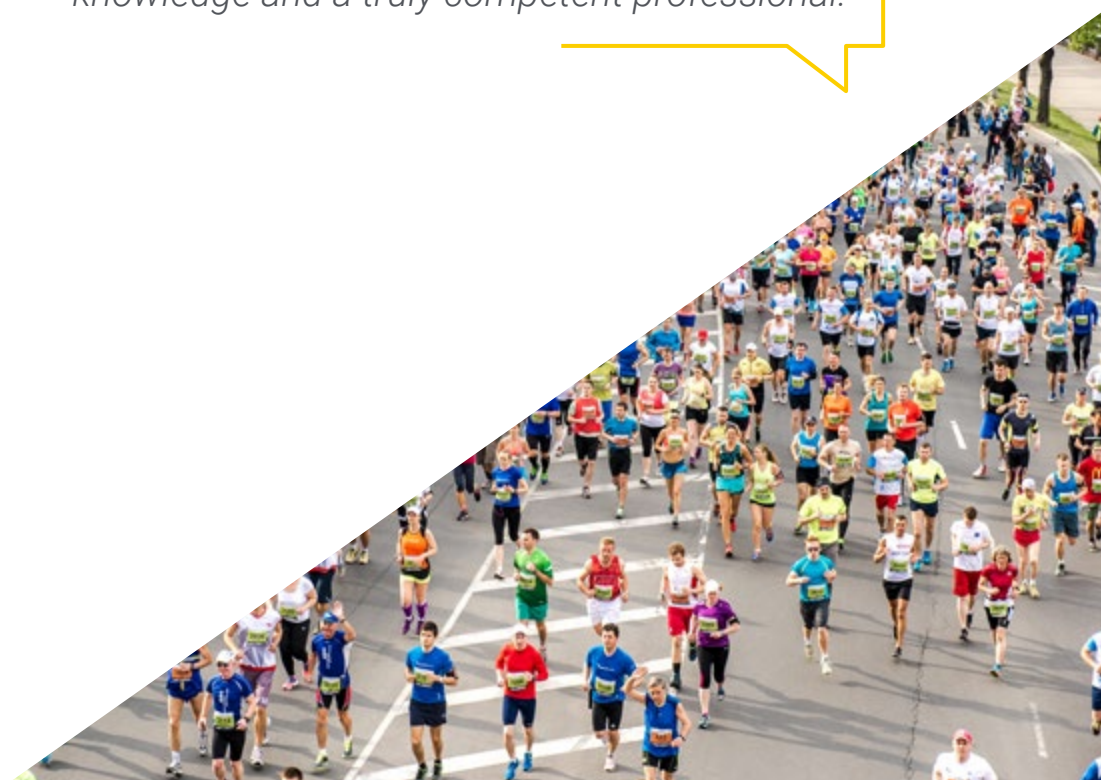
It includes a very broad teaching staff made up of experts in psychology, who share their work experience in this program, as well as recognized specialists from leading communities and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive program designed to learn in real situations.

This program is designed around Problem-Based Learning, where the student must try to solve the different professional practice situations that arise during the course. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced research experts.

*Increase your confidence as a psychologist, updating your knowledge through this Postgraduate Certificate.*

*This Postgraduate Certificate makes the difference between a professional with a lot of knowledge and a truly competent professional.*



# 02

# Objectives

The objectives of this program have been established as a guide for the development of the entire course, with the specific mission of offering students very intensive training that will really boost their professional progression. A journey of personal growth that will take you to the top in your intervention as a psychologist.







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*If your goal is to improve in your profession and acquire a qualification that will enable you to compete with the best, then look no further. This training will give your career the boost it needs"*



### General Objective

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- Train professionals qualified for the practice of Social Psychology who can intervene with real working capacity and with optimal results, supported by the most updated and useful theoretical and practical knowledge for their profession



*This Postgraduate Certificate is aimed at all psychologists who want to achieve a high level of specialization in the field of Social Psychology”*





## Specific Objectives

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- ♦ Describe and measure interaction processes, group dynamics, and group and intergroup structure
- ♦ Describe and measure organizational and inter-organizational (and intergroup) interaction processes, dynamics and structure
- ♦ Identify organizational and inter-organizational problems and needs
- ♦ Analyze the context in which individual behaviors, group and organizational processes are developed
- ♦ Prepare oral and written reports
- ♦ Know the theoretical framework of reference aimed at evaluating and modifying the psychosocial and cognitive processes involved in individual behavior
- ♦ Possess the ability to interpret social data and indicators in their relation to the human compartment
- ♦ Understand human behavior from the individual and collective point of view
- ♦ Justify why human behavior is less rational than assumed, addressing the social concepts of leadership, influence and collective behavior

# 03

# Structure and Content

The contents of this complete training have been developed by the most competent professionals in this sector, with a high quality criterion in each of its moments. For this purpose, the most relevant and complete topics have been selected, with the latest and most interesting updates of the moment.





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*This Online Postgraduate Certificate in Social Psychology contains the most complete and up-to-date scientific program on the market”*

## Module 1. Social Psychology

- 1.1. Concept of social psychology
  - 1.1.1. Historical evolution of social psychology
  - 1.1.2. Basic psychosocial needs: keys to understanding human behavior
  - 1.1.3. The power of the situation to explain human behavior
  - 1.1.4. Main contributions of social psychology
- 1.2. Social Cognition
  - 1.2.1. Introduction
  - 1.2.2. Objectives of Social Cognition Psychology
  - 1.2.3. Role of prior knowledge in information processing
  - 1.2.4. Elaborate processing and logical thinking
  - 1.2.5. Motivation, affect and emotions
  - 1.2.6. Automatic thinking
- 1.3. Perception of people and their actions
  - 1.3.1. Introduction
  - 1.3.2. Non-Verbal Communication
  - 1.3.3. Formation of impressions
  - 1.3.4. Attribution of causality
  - 1.3.5. Applications
- 1.4. Attitudes
  - 1.4.1. Definition, nature and measurement of attitudes
  - 1.4.2. The problem of consistency between attitudes and behavior
  - 1.4.3. Attitude change and persuasion
  - 1.4.4. Festinger's theory of cognitive dissonance (1957)
- 1.5. Social Influence Processes
  - 1.5.1. Social influence and attitude change
  - 1.5.2. Conformism
  - 1.5.3. Obedience to authority
  - 1.5.4. Influence of minorities: conversion processes





- 1.6. Interpersonal manipulation techniques
  - 1.6.1. Techniques using the decision trap
  - 1.6.2. Techniques using bait and switch
  - 1.6.3. Others Interpersonal manipulation techniques
  - 1.6.4. Combined Techniques
- 1.7. Self-Concept and Social Identity
  - 1.7.1. Introduction
  - 1.7.2. Self-Concept and Social Identity
  - 1.7.3. Relationship between personal identity and social identity
- 1.8. Social psychology of groups
  - 1.8.1. Definition of group
  - 1.8.2. Group structure
  - 1.8.3. Group psychology and social influence: leadership
  - 1.8.4. Identity Theory
  - 1.8.5. Intergroup Relationships
- 1.9. Collective behavior
  - 1.9.1. Social facilitation and social loafing
  - 1.9.2. Deindividuation
  - 1.9.3. Group polarization
  - 1.9.4. Groupthink
  - 1.9.5. The Individual and the sects
- 1.10. Stereotypes, prejudices, discrimination and the psychology of aggressive and violent behavior
  - 1.10.1. Social psychology of prejudice
  - 1.10.2. Racism: psychological mechanisms and processes
  - 1.10.3. How to reduce prejudice and racism
  - 1.10.4. Aggressive and violent behavior
  - 1.10.5. Roots of aggressive behaviors
  - 1.10.6. Human wickedness and the banality of evil
  - 1.10.7. Harassment at work

04

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

*With TECH the psychologist experiences a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the psychologist's professional practice.

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Psychologists who follow this method not only master the assimilation of concepts, but also develop their mental capacity by means of exercises to evaluate real situations and apply their knowledge.
2. Learning is solidly translated into practical skills that allow the psychologist to better integrate knowledge into clinical practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which is a real revolution compared to the simple study and analysis of cases.

*The psychologist will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

This methodology has trained more than 150,000 psychologists with unprecedented success in all clinical specialties. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by our learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Latest Techniques and Procedures on Video

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current psychology. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





**Expert-Led Case Studies and Case Analysis**

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



**Classes**

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



05

# Certificate

The Postgraduate Certificate in Social Psychology guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This program will allow you to obtain your **Postgraduate Certificate in Social Psychology** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Social Psychology**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development languages  
virtual classroom



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- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

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