

# PERSONALITY AND SOCIAL PSYCHOLOGY MAJOR, BA

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**Campus:** Westchester

A **BA in Personality and Social Psychology** prepares students to understand how individual differences, identity, relationships, group dynamics, and social influences shape human behavior. Graduates develop strong skills in research, data analysis, communication, and critical thinking, preparing them for careers in human services, marketing, human resources, community outreach, research coordination, and organizational development. The major also provides a strong foundation for graduate study in psychology, counseling, social work, law, public policy, and related fields where insight into human behavior and social systems is essential.