

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**MASTER SYLLABUS**

**PSYC 340 – Social Psychology**

**Updated by: Barat Wolfe, Ph.D.**

**SCHOOL OF BUSINESS AND LIBERAL ARTS  
SOCIAL SCIENCES DEPARTMENT  
SPRING 2019**

- A. TITLE:** Social Psychology
- B. COURSE NUMBER:** PSYC 340
- C. CREDIT HOURS:** 3 lecture hour(s) per week for 15 weeks
- D. WRITING INTENSIVE COURSE:** No
- E. GER CATEGORY:** 3
- F. SEMESTER(S) OFFERED:** Spring

**G. COURSE DESCRIPTION:**

In this course, students undertake a scientific examination of how thoughts, feelings, and behaviors are influenced by the perceived or real presence of other people (i.e., individual behavior and thought in social situations). Core areas of examination include social cognition (e.g., heuristics, schemata, and affect), social perception (e.g., emotion, attribution, and impression formation), social influence (e.g., conformity, compliance, obedience, and prosocial behavior), attitudes (including prejudice, discrimination, and stereotypes), and the self (e.g., self-concept, social comparison, and stereotype threat).

- H. PRE-REQUISITES/CO-REQUISITES:** None  Yes  If yes, list below:  
**Pre-requisite:** Introductory Psychology (PSYC 101) AND 45 credits.

**I. STUDENT LEARNING OUTCOMES:**

By the end of this course, students will be able to:

<i>Course Student Learning Outcome [SLO]</i>	<i>PSLO</i>	<i>GER 3</i>	<i>ISLO</i>
a. Demonstrate understanding of key concepts, principles, theories, and methods of social psychology	1. Knowledge Base in Psychology	Knowledge of major concepts, models and issues of at least one discipline in the social sciences	5
b. Interpret, analyze, and synthesize social psychological research	2. Scientific Inquiry and Critical Thinking	Understanding of the methods social scientists use to explore social phenomena, including observation, hypothesis development, measurement and data collection, experimentation, evaluation of evidence, and employment of mathematical and interpretive analysis	2 [IA]

c. Apply ethical thinking and cultural sensitivity to evaluate and assess social psychological phenomena	3. Ethical and Social Responsibility in a Diverse World		4 [ER, GL]
d. Demonstrate effective written and oral presentation skills to make evaluative and persuasive arguments	4. Communication		1 [O,W]
e. Apply social psychological theory and skills to complete course tasks using APA guidelines	5. Professional Development	GER 3	5

KEY	Institutional Student Learning Outcomes [ISLO 1 – 5]
ISLO #	ISLO & Subset
1	<b>Communication Skills</b> Oral [O], Written [W]
2	<b>Critical Thinking</b> <i>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</i>
3	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

J. **APPLIED LEARNING COMPONENT:** Yes  No

K. **TEXTS:**

Suggested text:

Kassin, S., Fein, S., & Markus, H.R. (2014). Social Psychology (10th ed.). Boston, MA: Cengage Learning.

L. **REFERENCES:** To be determined by the instructor

M. **EQUIPMENT:** None  Needed: Technology enhanced classroom

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

Exams, quizzes, essays, student presentations, writing assignments, and discussion

P. **DETAILED COURSE OUTLINE:**

- I. Introduction to Social Psychology
  - a. The scientific study of how the real or imagined presence of others influences peoples' thoughts, feelings, and behaviors
- II. Research Methods in Social Psychology
  - a. Research methods
  - b. Evaluation of research (validity and reliability)
  - c. Ethics
- III. Social Cognition
  - a. Heuristics
  - b. Schemas
  - c. Priming
  - d. Affect
- IV. Attitudes

- a. Evaluations of people, objects, and ideas
  - b. Explicit and implicit attitudes
  - c. Stereotypes, prejudice, and discrimination
- V. Social Perception
- a. Impression formation/management
  - b. Emotion
  - c. Attribution
  - d. Fundamental Attribution Error
- VI. The Self
- a. Self-concept
  - b. Social comparison
  - c. Stereotype threat
  - d. Ego control and depletion
- VII. Social Influence
- a. Conformity
  - b. Compliance
  - c. Obedience
  - d. Persuasion
- VIII. Additional Topics May include:
- a. Relationships
  - b. Groups
  - c. Aggression
  - d. Prosocial behavior
  - e. Diffusion of responsibility
  - f. Steps involved in helping others

**Q. LABORATORY OUTLINE: N/A**