

# APPLIED DEMOGRAPHY GRADUATE CREDIT CERTIFICATE PROGRAM

<b>Person-in-Charge</b>	Eric Baumer
<b>Program Code</b>	APDEM
<b>Campus(es)</b>	World Campus

The primary goal of the program is to provide an introduction to concepts, measures, data, software, and methods used in applied demography with an emphasis on applications in the public and private sectors. Professionals who complete this 12-credit program will be able to apply demographic analysis in their careers. This certificate will allow them to support organizations and better understand and anticipate the effects of population change. This program is ideal for those interested in careers as applied demographers, data analysts, market research analysts, marketing specialists, and local, state, and regional planners.

**Effective Semester:** Fall 2021  
**Expiration Semester:** Fall 2026

## Admission Requirements

Applicants apply for admission to the program via the Graduate School application for admission (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/>). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (<https://gradschool.psu.edu/graduate-education-policies/>). International applicants may be required to satisfy an English proficiency requirement; see GCAC-305 Admission Requirements for International Students (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) for more information.

Applicants must have successfully completed at least an undergraduate-level statistics course with a grade of C or better.

Applicants are expected to submit the following:

1. Completed official online Graduate School application (<http://gradschool.psu.edu/prospective-students/how-to-apply/>) and payment of a nonrefundable application fee.
2. Statement of purpose: a 2-3 pages essay articulating career and educational goals that demonstrate the student's written communication skills and basic statistical knowledge.
3. A current curriculum vitae (vita) or résumé.
4. Three letters of recommendation that attest to the student's readiness for graduate study and document the requisite minimum of two years of work experience. Letters must be submitted through the online application system. Within the online application you will be asked to enter the names and e-mail addresses of three individuals who will be providing your recommendation. Those individuals will receive a note via e-mail asking them to complete a brief form that will serve as your recommendation. Please inform all recommenders they must submit the form in order for your application to be complete.

## Certificate Requirements

Requirements listed here are in addition to requirements listed in Graduate Council policy GCAC-212 Postbaccalaureate Credit Certificate Programs (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-200/gcac-212-postbaccalaureate-credit-certificate-programs/>).

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Code	Title	Credits
<b>Required Courses</b>		
APDEM 801		3
APDEM 802		3
APDEM 803	Applied Demography in Practice	3
SOC 573	Demographic Techniques	3
<b>Total Credits</b>		<b>12</b>

## Courses

Graduate courses carry numbers from 500 to 699 and 800 to 899. Advanced undergraduate courses numbered between 400 and 499 may be used to meet some graduate degree requirements when taken by graduate students. Courses below the 400 level may not. A graduate student may register for or audit these courses in order to make up deficiencies or to fill in gaps in previous education but not to meet requirements for an advanced degree.

## Learning Outcomes

1. Students will be able apply basic technical competence in demographic methods, GIS applications to population questions, and demographic data sources and their use.
2. Students will be able to apply basic working knowledge of the theoretical and methodological processes of population change and recognize how the components of population change (fertility, mortality, and migration) interrelate with each other and other social processes.
3. Students will be able to recognize demographic principles and population trends that impact decision making regarding business, non-profit public sector, health and environmental issues.
4. Students will be able to identify demographic data sources and problem-solving examples of applied demographic knowledge and skills.
5. Students will be able to address questions and planning objectives of managers, administrators, and government officials by examining case studies of how to use demographic methods.
6. Students will be able to analyze and interpret aggregate data and used it to inform public policy decisions and investments.

## Contact

<b>Campus</b>	World Campus
<b>Graduate Program Head</b>	Michelle Lynn Frisco
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<b>Program Website</b>	View ( <a href="https://www.worldcampus.psu.edu/penn-state-online-graduate-applied-demography-programs/">https:// www.worldcampus.psu.edu/penn- state-online-graduate-applied- demography-programs/</a> )