



Graduate Programs in Applied Demography



PennState
World Campus

worldcampus.psu.edu

Table of Contents

Why a Degree in Applied
Demography from Penn State?.....3

Graduate Certificate in Applied
Demography.....4

MPS in Applied Demography.....5

Frequently Asked Questions.....6

Begin Your Application Today7

“Our programs are designed to offer rigorous training in leveraging demographic data and analytical methods to those working to address emergent social and policy-relevant questions. Course work emphasizes data analysis and interpretation and the provisioning of practical workplace skills.”

— **Stephen A. Matthews**
Liberal Arts Professor and
Director, Graduate Program
in Demography

“The Penn State Applied Demography program is particularly valuable for professionals whose job involves using population data for business marketing and public program service analysis.”

— **Gordon F. De Jong**
Distinguished Professor Emeritus
of Sociology and Demography





PennState
World Campus

A leader in online learning since 1998

To learn more about programs in
applied demography, visit:
worldcampus.psu.edu/apdem



Why a Degree in Applied Demography from Penn State?

An understanding of demographic information is essential to evidence-based decision-making in tomorrow's workplace. The online applied demography program provides a comprehensive understanding of demographic concepts, population data sources, measures, and software, and analytical skills to help prepare students to move into jobs in both the public and private sector.

In the public policy sector, demographic analysts work for administrative, planning, and statistics divisions across federal, state, and local governmental units and nonprofit organizations, addressing such issues as transportation planning, economic development, environmental mitigation, and changing school enrollment. The business sector uses applied demography applications for target marketing, business site selection, and workforce human capital. Health systems employ demographic analysts to address such issues as the impact of aging on health system planning and costs, incidence of disease outbreaks, and

the development of population-based public health programs.

The Penn State resident graduate programs in applied demography consistently rank in the top 10 among the 120 schools that offer a demography or population science program. The online graduate certificate and master's programs in applied demography are offered by the College of the Liberal Arts, Department of Sociology and Criminology and delivered through Penn State World Campus. You will be taught and mentored by expert applied demographers and demography program faculty.



Graduate Certificate in Applied Demography

The 12-credit online Graduate Certificate in Applied Demography emphasizes training in population data sources and analytical skills, such as population projections and the application of GIS and spatial analysis to population data. The certificate program also explores demographic concepts and provides real-world examples of applying demography to business, government, health, and nonprofit problems. Working professionals seeking to enhance their skills in using demographic analysis to advance their careers, support their employer's organizational objectives, and better anticipate future population changes can benefit from this program.

Curriculum

As a student pursuing the Graduate Certificate in Applied Demography, you will be required to complete the following four 3-credit courses:

- › Principles of Demography
- › Data, GIS, and Applied Demography
- › Applied Demography in Practice
- › Demographic Techniques

The 12 credits you earn in the graduate certificate may be applied to the Master of Professional Studies in Applied Demography, if you apply and are granted admission to the master's program.

worldcampus.psu.edu/adcert

MPS in Applied Demography

The 30-credit online Master of Professional Studies (MPS) in Applied Demography program is for working professionals who want to acquire in-depth knowledge of the applications of demography to business, public policy, and the health sector, as well as of advanced statistical methods and professional application electives. Readings, class materials, and application exercises draw on demographic research and data analysis from both United States and international problem contexts and data sets. A student-led capstone project is also required. You will have the opportunity to design your program of study, in consultation with an academic adviser, by customizing your elective courses.

Curriculum

Prescribed Courses (12 credits)

- › Principles of Demography
- › Data, GIS, and Applied Demography
- › Applied Demography in Practice
- › Demographic Techniques

Supportive/Program Electives (9 credits minimum)

- › Business Demography
- › Public Sector Demography
- › Applied Demography and Health
- › Spatial Demography

Required Capstone Project (3 credits)

External Electives (6 credits maximum)

- › Community and Economic Development: Theory and Practice
- › Population, Land Use, and Municipal Finance
- › Planning GIS for Emergency Management

- › Health Care Marketing
- › Policy Analysis and Planning
- › Policy Making and Evaluation
- › Regression Methods
- › Applied Multivariate Statistical Analysis
- › Applied Research Methods

worldcampus.psu.edu/apdem



Frequently Asked Questions

Why is Penn State the best choice for me?

Flexibility and Convenience:

Penn State knows that adults need flexible and convenient learning options to continue meeting their professional and personal commitments. As job responsibilities grow increasingly complex and family schedules become more hectic, online education enables you to study at times and locations that are convenient for you.

Reputation:

Penn State is universally regarded as one of the finest educational institutions in the United States. Putting a Penn State degree or certificate on your résumé is a great way to prove to current and potential employers that you are a well-educated professional, and to broaden your career options.

Accreditation:

Penn State is accredited by the Middle States Commission on Higher Education and has an outstanding reputation as a research and teaching university. Our courses are also accepted by most other colleges and universities in fulfillment of their requirements.

How much is tuition?

Tuition is based on cost-per-credit, which may vary based on your program of study. Tuition rates are assessed every semester of enrollment. During your course of study, you may incur additional charges, such as credit-by-examination, exam proctor, and transcript fees. Please visit our website for the most up-to-date tuition rate.

Does Penn State World Campus offer financial aid?

World Campus makes many options available to help you pay for your education. Full- and part-time degree-seeking students are eligible for federal student aid. We also have flexible payment options to help you, including deferred payment plans, third-party payments for employed professionals, and military payment options.

Is this the real Penn State?

Absolutely. Penn State values online education as highly as it does resident instruction. No distinction will be made on your official Penn State transcript or degree that your courses were completed at a distance. The credits you receive are exactly the same as those awarded to on-campus students.

Begin Your Application Today

Getting Started

To apply to the MPS in Applied Demography program, visit:

worldcampus.psu.edu/apdem

To apply to the Graduate Certificate in Applied Demography program, visit:

worldcampus.psu.edu/adcert

For either program, click on "Apply Now."



Did You Know?

› Penn State credits and degrees earned online are identical to those earned on campus. Your diploma will be the same.

› Penn State

World Campus is consistently ranked as a top provider of online degrees by *U.S. News & World Report*.



Contact Us

Admissions Questions

pennstateonline@psu.edu

814 863 5386

worldcampus.psu.edu/admissions



PennState
World Campus

The Pennsylvania State University
128 Outreach Building
University Park, PA 16802



[@psuworldcampus](#)



[@PSUWorldCampus](#)



[Penn State World Campus](#)



[@pennstateworldcampus](#)

This publication is available in alternative media on request.

Penn State is an equal opportunity, affirmative action employer, and is committed to providing employment opportunities to all qualified applicants without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability or protected veteran status. Produced by Outreach and Online Education Marketing U.Ed. OUT 19 WC 0446/bjh/bjm Copyright © 2019 The Pennsylvania State University