MHB Treatise
PSYCHOLOGY 592
2 units

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MHB Treatise Overview:

The MHB Treatise must deal with a real-world issue or circumstance in one of the topic areas that we teach -- marketing, market research, human resource, or a communication-related field. The principles and practices in each of these areas have application not only in commerce, but also in government, public service organizations, and for advancing political and social causes. A core principle of our program is that knowledge of human behavior contributes to effective practice in each of these fields, and the paper should provide an illustration of that tenet. The paper should draw from what you have learned in classes and/or from observations made during the Internship experience. The paper must cite relevant research and theory that pertains to the problem, be explicit as to what behavioral principles are at issue, and draw inferences as to how those principles apply or should be applied in the real-world setting.

One of the following will be acceptable for the MHB Treatise:

a) a case study in which one observes and details practices and operating principles within a company, non-profit organization, political or public service campaign, or governmental agency. Details on what constitutes an acceptable case study are taught in PSYC 554, and a document that provides those guidelines is available upon request.

b) a market research project that demonstrates the utility of the research for a commercial or non-commercial goal. Here one would specify the goal to be achieved, design the study, collect and analyze data, and provide a summary of research results.

c) a paper on best practices, or problems that can occur when they are not followed. This would be more theoretical, and should be especially well focused and referenced with respect to psychological principles.

d) other approaches can be approved by the Director.
The MHB Treatise topic, and a general description of your approach must be approved by the Director. You must provide a detailed outline of the paper or of the plan for research by the end of the semester prior to the one in which you plan to enroll for PSYC 592 MHB Treatise units. During the semester or summer session in which you have enrolled for these units, you must provide what you judge to be a final copy at least three weeks before the end of the semester or session. This is to allow the faculty reading your paper to request revisions or extensions of what you have provided, and for you to make those changes before the deadline for grades to be submitted.

Your treatise paper will be read by the Director and one other member of the MHB Oversight Committee, listed above. You may express a preference for who would serve as the second reader, but given the need to avoid overload of one or more Committee Members, there is no assurance that this request can be met.

If a paper is not provided according to this time table, or the work is judged as not being a "pass," the student must again enroll for 2 units of Psych 592 during a subsequent semester or summer session. The student is not required to enroll in the next available session, and is allowed to postpone completion of the paper to a later date if this is needed to accommodate job demands or to provide time for a more scholarly development of the subject matter.

The MHB Treatise satisfies the Graduate School requirement for an original piece of scholarly work that is often met in other programs by means of a Master's Thesis. The paper must be in APA format, and must be scholarly, with appropriate citations of literature on human behavior. A length in the range of 30-35 pages is acceptable, not counting references and addenda. However, the length of the treatise should be commensurate with the scope of the topic that you have chosen. If you decide to survey all practices that continue to problems of employee morale, for example, you would likely need several hundred pages. It is important, therefore, to give careful thought to what you can get done in the time available; choose a topic that can be well analyzed and properly resourced in that amount of time.