

# Financial Psychology Certificate



THE  
AMERICAN  
COLLEGE  
OF FINANCIAL SERVICES®

## Strengthen Client Relationships With Behavioral Insights

### What You'll Learn



#### Mitigate Irrational Decisions

Discover practical tools for addressing irrational financial behaviors



#### Improve Planning Outcomes

70% of financial planning recommendations are not implemented — turn insight into client action and improve outcomes<sup>1</sup>



#### Better Explain Market Movements

Build insights and skills to explain to clients how biases can lead to erratic market movements

### Program Overview

Tuition		Timing
\$2,050 (single course) or \$5,535 (three-course package)		< 9 months
Format		
100% online delivery. Each eight-week course includes live weekly virtual sessions with sought after speakers, educators, and researchers in financial psychology.		
Admission Requirements		
Bachelor's degree required.		
In lieu of a bachelor's degree, a 500-word essay may be submitted explaining why the applicant is still well-positioned to succeed in the program.		

### Required Courses

#### MSFP 536 Behavioral Finance

Provides an overview of behavioral finance research and theory and how those apply to client-advisor relationships.

#### MSFP 591 Financial Psychology

Explores the impact of psychological factors on financial decision-making and how to work with and through those factors for improved client-advisor relationships.

#### MSFP 592 Financial Therapy and Counseling

Introduces various therapeutic and counseling techniques that can be employed to support clients in making positive changes.

Completing this certificate earns you nine credits toward your Master of Science in Financial Planning (MSFP) degree. Applicants to the MSFP Program must have their bachelor's degree.

To learn more or enroll, visit [TheAmericanCollege.edu/MSFP](https://TheAmericanCollege.edu/MSFP) or call 866-348-7018

<sup>1</sup>Forbes. Why Most Financial Plans Fail. 2021.