

# With a Complementary Major in Marketing

2011 Sample Program

Never Stand Still

Science

School of Psychology

*This is a sample program. The course offering pattern is subject to change. Students are responsible for checking the Handbook before the beginning of each semester and reviewing their study plan.*

Stage 1 (2011)	Semester 1	PSYC1001 Psychology IA (6 UOC)	MARK1012 Marketing Fundamentals (6 UOC)	Elective (6 UOC)	Elective (6 UOC)
	Semester 2	PSYC1011 Psychology IB (6 UOC)	PSYC2101 Assessment, Personality & Psychopathology (6 UOC)	Elective (6 UOC)	Elective (6 UOC)
Stage 2 (2012)	Semester 1	PSYC2001 Research Methods 2 (6 UOC)	PSYC2061 Social & Developmental Psychology (6 UOC)	PSYC2081 Learning & Physiological Psychology (6 UOC)	MARK2051 Consumer Behaviour (6 UOC)
	Semester 2	PSYC2071 Perception & Cognition (6 UOC)	MARK2052 Marketing Research (6 UOC)	MARKXXXX <sup>(i)</sup> Elective (6 UOC)	MARKXXXX <sup>(ii)</sup> Elective (6 UOC)
Stage 3 (2013)	Semester 1	PSYC3001 Research Methods 3 (6 UOC)	PSYC3XXX <sup>(i)</sup> Elective (6 UOC)	PSYC3XXX <sup>(i)</sup> Elective (6 UOC)	MARK3054 Market Analysis (6 UOC)
	Semester 2	PSYC3011 Research & Applications of Psychology (6 UOC)	PSYC3XXX <sup>(i)</sup> Elective (6 UOC)	MARK3082 Strategic Mktg Management (6 UOC)	Elective (6 UOC)

(i) PSYC3XXX represents a Level 3 Psychology elective. You must complete a minimum of 18 UOC of Level 3 Psychology electives including one course from each of the Stream A & Stream B elective groups.

(ii) MARKXXXX represents a Marketing elective. You must choose one elective from each list below.

## LIST A

- MARK2053 Mark.Com. & Prom. M'tment (6 UOC)
- MARK2055 Service Marketing & Management (6 UOC)
- MARK2071 International & Global Marketing (6 UOC)
- MARK2084 E-Marketing (6 UOC)

## LIST B

- MARK3072 Advanced Consumer Behaviour (6 UOC)
- MARK3081 Distrib.Strat & Retail Channels (6 UOC)
- MARK3091 New Product & New Service Dev (6 UOC)
- MARK3092 Brand Management (6 UOC)

(iii) Students are not permitted to take GEN-coded courses to meet their free elective requirements.

<b>Honours Plan Overview:</b> 72 UOC Psychology 42 UOC Marketing 30 UOC Electives TOTAL = 144 UOC	<b>Major Plan Overview:</b> 60 UOC Psychology 42 UOC Marketing 42 UOC Electives TOTAL = 144 UOC
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## FURTHER INFORMATION

### School of Psychology

Room 1011, Mathews Building

HOURS: Monday to Friday, 9:00am to 4:45pm

PHONE: (02) 9385 3041

FAX: (02) 9385 3641

EMAIL: [psychology@unsw.edu.au](mailto:psychology@unsw.edu.au)

WEBSITE: <http://www.psy.unsw.edu.au>



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