Bachelor of Psychological Science (Program 3435)

With a Complementary Major in Marketing

2012 Sample Program

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.

<table>
<thead>
<tr>
<th>Stage 1 (2012)</th>
<th>Semester 1</th>
<th>PSYC1001 Psychology IA (6 UOC)</th>
<th>MARK1012 Marketing Fundamentals (6 UOC)</th>
<th>Elective (6 UOC)</th>
<th>Elective (6 UOC)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Semester 2</td>
<td>PSYC1011 Psychology IB (6 UOC)</td>
<td>PSYC2101 Assessment, Personality &amp; Psychopathology (6 UOC)</td>
<td>Elective (6 UOC)</td>
<td>Elective (6 UOC)</td>
</tr>
<tr>
<td>Stage 2 (2013)</td>
<td>Semester 1</td>
<td>PSYC2001 Research Methods 2 (6 UOC)</td>
<td>PSYC2061 Social &amp; Developmental Psychology (6 UOC)</td>
<td>PSYC2081 Learning &amp; Physiological Psychology (6 UOC)</td>
<td>MARK2051 Consumer Behaviour (6 UOC)</td>
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<td></td>
<td>Semester 2</td>
<td>PSYC2071 Perception &amp; Cognition (6 UOC)</td>
<td>MARK2052 Marketing Research (6 UOC)</td>
<td>MARK2XXX (6 UOC) Elective (6 UOC)</td>
<td>MARK2XXX (6 UOC) Elective (6 UOC)</td>
</tr>
<tr>
<td>Stage 3 (2014)</td>
<td>Semester 1</td>
<td>PSYC3001 Research Methods 3 (6 UOC)</td>
<td>PSYC3XXX (6 UOC) Elective (6 UOC)</td>
<td>PSYC3XXX (6 UOC) Elective (6 UOC)</td>
<td>MARK3054 Market Analysis (6 UOC)</td>
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<tr>
<td></td>
<td>Semester 2</td>
<td>PSYC3011 Research &amp; Applications of Psychology (6 UOC)</td>
<td>PSYC3XXX (6 UOC) Elective (6 UOC)</td>
<td>MARK3082 Strategic Mktg Management (6 UOC)</td>
<td>MARK3XXX (6 UOC) Elective (6 UOC)</td>
</tr>
</tbody>
</table>

SEE OVERLEAF
NOTES

(i) PSYC3XXX represents a Level 3 Psychology elective. You must complete a minimum of 18 UOC from Level 3 Psychology electives including ONE course from each of the elective groups listed below.

**Elective Stream A**
- PSYC3051 Physiological Psychology (6 UOC)
- PSYC3211 Cognitive Science (6 UOC)
- PSYC3221 Vision & Brain (6 UOC)
- PSYC3241 Psychobiology of Memory & Motivat’n (6 UOC)
- PSYC3311 Language & Cognition (6 UOC)

**Elective Stream B**
- PSYC3121 Social Psychology (6 UOC)
- PSYC3141 Behaviour in Organisations (6 UOC)
- PSYC3301 Psychology & Law
- PSYC3331 Health Psychology (6 UOC)
- PSYC3341 Developmental Psychology (6 UOC)

(ii) MARK2XXX represents a Level 2 Marketing elective. You must complete a minimum of 12UOC from Level 2 Marketing electives listed below.

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

(iii) MARK3XXX represents a Level 3 Marketing elective. You must complete a minimum of 6 UOC from Level 3 Marketing electives listed below.

- 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)

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

<table>
<thead>
<tr>
<th>Plan Overview</th>
<th>72 UOC Psychology</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>48 UOC Marketing</td>
</tr>
<tr>
<td></td>
<td>24 UOC Electives</td>
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<tr>
<td>TOTAL = 144 UOC</td>
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</tbody>
</table>

FURTHER INFORMATION

School of Psychology
Room 101, Mathews Building
HOURS: Monday to Friday, 9:00am to 4:45pm
PHONE: (02) 9385 3041
FAX: (02) 9385 3641
EMAIL: psychology@unsw.edu.au
WEBSITE: [http://www.psych.unsw.edu.au](http://www.psych.unsw.edu.au)

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