



# With a Complementary Major in Marketing

2012 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 (2012)	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 (2013)	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)	MARK2XXX <sup>(i)</sup> Elective (6 UOC)	MARK2XXX <sup>(ii)</sup> Elective (6 UOC)
Stage 3 (2014)	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)	MARK3XXX <sup>(iii)</sup> Elective (6 UOC)

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 & Motivati'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.

<b>Plan Overview:</b> 72 UOC Psychology 48 UOC Marketing 24 UOC Electives TOTAL = 144 UOC
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## FURTHER INFORMATION

### School of Psychology

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