Bachelor of Psychological Science (Program 3435)

With a Complementary Major in Marketing

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</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>
</table>
| Stage 2  | Semester 1 | PSYC2001 Research Methods 2 (6 UOC) | PSYC2061 Social & Developmental Psychology (6 UOC) | MARK2051 Consumer Behaviour (6 UOC) | MARKXXXX (5)
|          | Semester 2 | PSYC2071 Perception & Cognition (6 UOC) | MARK2052 Marketing Research (6 UOC) | Elective (6 UOC) | Elective (6 UOC) |
| Stage 3  | Semester 1 | PSYC3001 Research Methods 3 (6 UOC) | PSYC3XXX (5) Elective (6 UOC) | PSYC3XXX (5) Elective (6 UOC) | MARK3054 Market Analysis (6 UOC) |
|          | Semester 2 | PSYC3011 Research & Applications of Psychology (6 UOC) | PSYC3XXX (5) Elective (6 UOC) | MARK3082 Strategic Mktng Management (6 UOC) | MARKXXXX (5) 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 & Motivation (6 UOC)
- PSYC3311 Language & Cognition (6 UOC)
- PSYC3371 Multivariate Data Analysis for Psych. (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)
- PSYC3361 Psychology Research Internship (6 UOC)

(ii) MARK3XXX represents a Marketing elective. You must complete three electives (18 UOC) from the list below. At least one (6 UOC) of the electives must be at Level 3 (i.e., ACCT3563 or MARK3XXX).

- ACCT3563 Issues in Financial Reporting (6 UOC)
- 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)
- 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.

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

FURTHER INFORMATION

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