# 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 (2015)</th>
<th>Semester 1</th>
<th>PSYC1001 Psychology 1A (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>Semester 2</td>
<td>PSYC1011 Psychology 1B (6 UOC)</td>
<td>PSYC1111 Measuring Mind &amp; Behaviour (6 UOC)</td>
<td>PSYC2101 Assessment, Personality &amp; Psychopathology (6 UOC)</td>
<td>Elective (6 UOC)</td>
<td></td>
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<thead>
<tr>
<th>Stage 2 (2016)</th>
<th>Semester 1</th>
<th>PSYC2001 Research Methods 2 (6 UOC)</th>
<th>PSYC2061 Social &amp; Developmental Psychology (6 UOC)</th>
<th>PSYC2081 Learning &amp; Physiological Psychology (6 UOC)</th>
<th>MARK2051 Consumer Behaviour (6 UOC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester 2</td>
<td>PSYC2071 Perception &amp; Cognition (6 UOC)</td>
<td>MARK2052 Marketing Research (6 UOC)</td>
<td>MARKXXXX (i) Elective (6 UOC)</td>
<td>MARKXXXX (i) Elective (6 UOC)</td>
<td></td>
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<thead>
<tr>
<th>Stage 3 (2017)</th>
<th>Semester 1</th>
<th>PSYC3001 Research Methods 3 (6 UOC)</th>
<th>PSYC3XXX (i) Elective (6 UOC)</th>
<th>PSYC3XXX (i) Elective (6 UOC)</th>
<th>MARK3054 Market Analysis (6 UOC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester 2</td>
<td>PSYC3011 Research &amp; Applications of Psychology (6 UOC)</td>
<td>PSYC3XXX (i) Elective (6 UOC)</td>
<td>MARK3082 Strategic Mktng Management (6 UOC)</td>
<td>MARK3XXX (i) Elective (6 UOC)</td>
<td></td>
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*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 Psychology (6 UOC)

**Elective Stream B**
- PSYC3121 Social Psychology (6 UOC)
- PSYC3141 Behaviour in Organisations (6 UOC)
- PSYC3301 Psychology & Law (6 UOC)
- PSYC3331 Health Psychology (6 UOC)
- PSYC3341 Developmental Psychology (6 UOC)
- PSYC3361 Psychology Research Internship (6 UOC)

(ii) MARKXXX 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 & M’ment (6 UOC)
- MARK2060 Event M’ment & Marketing (6 UOC)
- MARK2071 Int'l & Global Marketing (6 UOC)
- MARK2084 E-Marketing (6 UOC)
- MARK2085 Consumer Centric Innovation (6 UOC)
- MARK3081 Distrib. Strat. & Retail Channels (6 UOC)
- MARK3085 Digital Marketing (6 UOC)
- MARK3092 Brand Management (6 UOC)

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

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**Plan Overview:**
- 78 UOC Psychology
- 48 UOC Marketing
- 18 UOC Electives
- TOTAL = 144 UOC

**FURTHER INFORMATION**

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