



# With a Complementary Major in Marketing

2017 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 (2017)	Semester 1	PSYC1001 Psychology 1A (6 UOC)	MARK1012 Marketing Fundamentals (6 UOC)	Elective (6 UOC)	Elective (6 UOC)
	Semester 2	PSYC1011 Psychology 1B (6 UOC)	PSYC1111 Measuring Mind & Behaviour (6 UOC)	PSYC2101 Assessment, Personality & Psychopathology (6 UOC)	Elective (6 UOC)
Stage 2 (2018)	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>(ii)</sup> Elective (6 UOC)	MARKXXXX <sup>(ii)</sup> Elective (6 UOC)
Stage 3 (2019)	Term 1	PSYC3001 Research Methods 3 (6 UOC)	PSYC3XXX <sup>(i)</sup> Elective (6 UOC)	MARK3054 Market Analysis (6 UOC)	
	Term 2	PSYC3XXX <sup>(i)</sup> Elective (6 UOC)	MARK3XXX <sup>(ii)</sup> Elective (6 UOC)		
	Term 3	PSYC3011 Research & Applications of Psychology (6 UOC)	PSYC3XXX <sup>(i)</sup> Elective (6 UOC)	MARK3082 Strategic Mktg Management (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 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) MARKXXXX 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)
- MARK2085 Consumer Centric Innovation (6 UOC)
- MARK2060 Event M'ment and Marketing (6 UOC)
- MARK2071 Int'l & Global Marketing (6 UOC)
- MARK3081 Distrib. Strat. & Retail Channels (6 UOC)
- MARK3085 Digital Marketing (6 UOC)
- MARK3090 Marketing Decision Analysis
- MARK3091 New Product & New Service Development (6 UOC)
- MARK3092 Brand Management (6 UOC)
- EITHER COMM3020 Global Bus. Practicum (6 UOC)  
OR COMM3030 Social Ent. Practicum (6 UOC)

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

<b>Plan Overview:</b>	78 UOC Psychology
	48 UOC Marketing
	18 UOC Electives
	TOTAL = 144 UOC

## FURTHER INFORMATION

### School of Psychology

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