



## Bachelor of Psychological Science 3435 – MARKA1 Marketing – T3 2026 START

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**Program:** Psychological Science [3435]

### Year 1 Term 3

Course or Activity	Prerequisites	Credits
COMM1100 Business Decision Making		6
PSYC1011 Psychology 1B		6
<i>Free Elective</i>		

### Year 2 Term 1

Course or Activity	Prerequisites	Credits
MARK2012 Marketing Fundamentals		6
PSYC1001 Psychology 1A		6
<i>Free Elective</i>		

### Year 2 Term 2

Course or Activity	Prerequisites	Credits
MARK2051 Consumer Behaviour		6
<i>Free Elective</i>		

### Year 2 Term 3

Course or Activity	Prerequisites	Credits
PSYC1111 Measuring Mind and Behaviour		6
<i>Prescribed Electives</i>		6

### Year 3 Term 1

Course or Activity	Prerequisites	Credits
PSYC2001 Research Methods 2	PSYC1001, PSYC1111, PSYC1011	6
PSYC2061 Social and Developmental Psychology	PSYC1001, PSYC1111, PSYC1011	6

### Year 3 Term 2

Course or Activity	Prerequisites	Credits
MARK2052 Marketing Research		6
PSYC2081 Learning and Physiological Psychology	PSYC1001, PSYC1111, PSYC1011	6

### Year 3 Term 3

Course or Activity	Prerequisites	Credits
PSYC2071 Perception and Cognition	PSYC1001, PSYC1111, PSYC1011	6
PSYC2101 Assessment, Personality and Psychopathology	PSYC1001	6

#### Year 4 Term 1

Course or Activity	Prerequisites	Credits
MARK3092 Brand Management		6
PSYC3001 Research Methods 3	PSYC2001	6
<i>List A</i>		6

#### Year 4 Term 2

Course or Activity	Prerequisites	Credits
MARK3082 Strategic Marketing		6
<i>List B</i>		6
<i>Level 3 Prescribed Electives</i>		6

#### Year 4 Term 3

Course or Activity	Prerequisites	Credits
PSYC3011 Research and Applications of Psychology	PSYC2101, PSYC2061, PSYC2081, PSYC2001, PSYC2071	6
<i>Prescribed Electives</i>		6

\*Lock: Students are required to take these courses within the specified semester