



With a Complementary Major in Marketing

2019 Sample Program

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 (2019)	Term 1	PSYC1001 Psychology 1A (6 UOC)	MARK1012 Marketing Fundamentals (6 UOC)	Elective (6 UOC)
	Term 2	PSYC1011 Psychology 1B (6 UOC)	Elective (6 UOC)	Elective (6 UOC)
	Term 3	PSYC1111 Measuring Mind & Behaviour (6 UOC)	PSYC2101 Assessment, Personality & Psychopathology (6 UOC)	
Stage 2 (2020)	Term 1	PSYC2001 Research Methods 2 (6 UOC)	PSYC2061 Social & Developmental Psychology (6 UOC)	MARK2051 Consumer Behaviour (6 UOC)
	Term 2	PSYC2081 Learning & Physiological Psychology (6 UOC)	MARK2052 Marketing Research (6 UOC)	MARKXXXX ⁽ⁱⁱ⁾ Elective (6 UOC)
	Term 3	PSYC2071 Perception & Cognition (6 UOC)	MARKXXXX ⁽ⁱⁱ⁾ Elective (6 UOC)	
Stage 3 (2021)	Term 1	PSYC3001 Research Methods 3 (6 UOC)	PSYC3XXX ⁽ⁱ⁾ Elective (6 UOC)	MARK3054 Market Analysis (6 UOC)
	Term 2	PSYC3XXX ⁽ⁱ⁾ Elective (6 UOC)	MARK3XXX ⁽ⁱⁱ⁾ Elective (6 UOC)	

	Term 3	PSYC3011 Research & Applications of Psychology (6 UOC)	PSYC3XXX ⁽ⁱ⁾ Elective (6 UOC)	MARK3082 Strategic Mktg Management (6 UOC)
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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)
- 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)
- 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 (6 UOC)
- 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.

- (iv) The following online courses are recommended/suggested electives that can be taken as free or Science electives, and will give students some different perspectives on various aspects of Psychology that may provide both practical and educational insights for their future studies:

- PSYC1022 Psychology of Addiction (6 UOC)
- PSYC1023 Abnormal Psychology (6 UOC)
- PSYC1024 Clinical Perspectives On Anxiety, Mood And Stress (6 UOC)
- PSYC1025 Psychology of Work (6 UOC)
- PSYC1027 Forensic Psychology: Crime, Courts And Corrections (6 UOC)
- PSYC1062 Science of Wellbeing (6 UOC)

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

FURTHER INFORMATION

School of Psychology

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