



Australia's  
Global  
University

Bachelor of Psychological Science (Program 3435)

# With a Complementary Major in Marketing

2021 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 (2021)	Term 1	PSYC1001 Psychology 1A (6 UOC)	COMM1100 Business Decision Making (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)	MARK2012 Marketing Fundamentals (6 UOC)
Stage 2 (2022)	Term 1	PSYC2001 Research Methods 2 (6 UOC)	PSYC2061 Social & Developmental Psychology (6 UOC)	
	Term 2	PSYC2081 Learning & Physiological Psychology (6 UOC)	MARK2052 Marketing Research (6 UOC)	MARK2085 Consumer Centric Innovation (6 UOC)
	Term 3	PSYC2071 Perception & Cognition (6 UOC)	MARKXXXX <sup>(ii)</sup> Elective (6 UOC)	
Stage 3 (2023)	Term 1	PSYC3001 Research Methods 3 (6 UOC)	PSYC3XXX <sup>(i)</sup> Elective (6 UOC)	MARK3054 Marketing Analytics and Big Data (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)	MARK3087 Customer Analytics (6 UOC)

## 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 List 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 List 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)
- PSYC3202 Clinical and Cognitive Neuroscience

**MARKXXXX** represents a Marketing elective. You must complete two electives (12 UOC) from the list below. At least one (6 UOC) of the electives must be at Level 3

- MARK2051 Consumer Behaviour
- MARK2053 Mark.Com. & Prom. M'tment (6 UOC)
- MARK2055 Service Marketing & M'tment (6 UOC)
- MARK2060 Event M'tment and Marketing (6 UOC)
- MARK2071 Int'l & Global Marketing (6 UOC)
  
- MARK3088 Product Analytics (6UOC)
- MARK3089 Pricing Analytics (6 UOC)
- MARK3091 New Product & New Service Development (6 UOC)
- MARK3092 Brand Management (6 UOC)
- MARK3081 Distribution Strategy and Retail Channels (6 UOC)
- MARK3085 Digital Marketing & Web Analytics (6UOC)

- II. 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)
- PSYC1028 Psychology of Human Centred Design (6 UOC)
- PSYC1029 Psychobiology of Sex, Love and Attraction (6 UOC)

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

### FURTHER INFORMATION:

**UNSW Handbook 2021:** <https://www.handbook.unsw.edu.au/undergraduate/programs/2021/3435>

**UNSW Handbook 2021 Specialisation Structure Marketing:**

<https://www.handbook.unsw.edu.au/undergraduate/specialisations/2021/MARKA1>

**School of Psychology Student Office:**

**HOURS:** Monday to Friday, 9:00am to 4:45pm

**PHONE:** (02) 9065 9982

**WEBSITE:** <http://www.psy.unsw.edu.au>

**Please submit your enquiries online via the [Student Portal](#)**

<https://portal.insight.unsw.edu.au/web-forms/>