



Bachelor of Psychological Science (Program 3435)

With a Complementary Major in Marketing

2019 Sample Program

School of Psychology

	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) 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).

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| <ul style="list-style-type: none"> • 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) | <ul style="list-style-type: none"> • 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) • |
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