



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>	

## **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  
  
(6 UOC)  
  
(6 UOC)  
  
(6 UOC)  
  
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