

Bachelor of Psychological Science/Bachelor of Business (Marketing)

Template Course Rule – Semester 1 entry

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This **suggested** study plan must be read in conjunction with the Course Rule for the Bachelor of Psychological Science/Bachelor of Business (Marketing) degree:

<http://www.flinders.edu.au/courses/rules/combined/bpsbbusmk.cfm>

Students undertake 144 units of study, 4 years fulltime

- a Major Sequence in Psychology as set out below (58.5 units)
- a Major sequence in Marketing as set out below (81 units)
- Elective (4.5 units)

Year 1	Semester 1	PSYC1101 Psychology 1A	PSYC1106 Research Methods 1	BUSN1012 Management, People and Organisations	BUSN1022 Marketing Principles
	Semester 2	PSYC1102 Psychology 1B	BUSN1011 Accounting for Managers	BUSN1019 Law for Business	BUSN1009 Quantitative Methods

Year 2	Semester 1	PSYC2018 Research Methods 2	PSYC2020 Cognition and Learning	BUSN1013 Economics for Business	BUSN2038 Human Resource Management
	Semester 2	PSYC2019 Personality and Social Psychology	PSYC2021 Human Development	PSYC2022 Psychological Assessment and Measurement	BUSN2020 Consumer Behaviour

Year 3	Semester 1	PSYC3xxx ** (PSYC Option)	BUSN2019 International Business Context	BUSN2028 Market Research	BUSN3051 International Marketing
	Semester 2	PSYC3xxx ** (PSYC Option)	BUSN2xxx or BUSN3xxx from List B below	BUSN2xxx or BUSN3xxx from List B below	INNO1001 Innovative and Creative Thinking: recognizing Opportunities

Year 4	Semester 1	PSYC3235 Applications of Psychological Science	PSYC3xxx ** (PSYC Option)	BUSN3042 Strategic Marketing	ANY BUSN1xxx or BUSN2xxx or BUSN3xxx
	Semester 2	PSYC3007 Research Methods 3	Elective	BUSN3055 Strategic Management	ANY BUSN1xxx or BUSN2xxx or BUSN3xxx

In addition to the core topics in Psychology (purple) an additional 4.5 units (three topics) of Year 3 Psychology option topics (yellow) must be chosen from the following **List A**:

- [PSYC3003](#) Introduction to Clinical Psychology (4.5 units) **Semester 1**
- [PSYC3004](#) Advanced Social Psychology (4.5 units) **Semester 2**
- [PSYC3008](#) Applied Cognitive Psychology (4.5 units) **Semester 2**
- [PSYC3009](#) Lifespan Development in Cultural Perspective (4.5 units) **Semester 1**
- [PSYC3010](#) Mind, Brain and Behaviour (4.5 units) **Semester 1**
- [PSYC3236](#) Forensic Psychology: Legal and Clinical (4.5 units) **Semester 2**

In addition to the core topics (blue) in Marketing an additional 9 units (2 topics) of Year 2 or 3 BUSN option topics (green) must be chosen from the following **List B**:

- [BUSN2033](#) Marketing Communications (4.5 units)
- [BUSN2048](#) Social Media Marketing (4.5 units)
- [BUSN3027](#) E-Business (4.5 units)
- [BUSN3030](#) Marketing Applications (4.5 units)
- [BUSN3041](#) Services Marketing (4.5 units)
- [BUSN3044](#) Industry Placement (4.5 units)

As part of the major sequence in Marketing an additional 9 units (2 topics) of Year 1, 2 or 3 BUSN option topics (pink) must be chosen from any BUSN topic where topic prerequisites are met.

In addition to the Psychology and Marketing major sequences, an additional 4.5 unit elective topic (gold) must be chosen from any topics offered by the University where topic prerequisites are met.