

## Course Map

### Melbourne and Strathfield

#### Students commencing in 2023 or who commenced in 2022 and undertake the Marketing Major

Students who are out of sequence due to part-time enrolment or progression issues should seek a course advice meeting with the relevant Course Coordinator.

#### YEAR 1

<b>SEM 1</b>	<b>PSYC100</b> Foundations of Psychology 10cp	<b>PSYC108</b> Psychological Practice: Theory and Techniques 10cp	<b>BUSN104</b> Money Matters 10cp (Inc: ACCT100, BUSD104)	<b>BUSN112</b> Managing Markets 10cp (Inc: MKTG100, BUSD112)
<b>SEM 2</b>	<b>PSYC101</b> Applications of Psychology 10cp	<b>PSYC104</b> Research Design and Statistics 1 10cp	<b>BUSN113</b> Managing People and Organisations 10cp (Inc: MGMT100, BUSD113)	<b>Core Curriculum Unit 1</b> 10cp <a href="#">See here for details</a>

#### YEAR 2

<b>SEM 1</b>	<b>PSYC200</b> Lifespan Development 10cp (Pre: PSYC100, PSYC101)	<b>PSYC206</b> Research Design and Statistics 2 10cp (Pre: PSYC104)	<b>ITEC100</b> Information Technology in Action (Previously: Information Technology Professional Skills and Practices) 10cp (Incompatible: BUSN111, BUSD111)	<b>MKTG209</b> Digital Marketing: The Connected Space 10cp Multi-mode
<b>SEM 2</b>	<b>PSYC214</b> Learning and Behaviour 10cp (Pre: PSYC100, PSYC101, PSYC104)	<b>PSYC212</b> Abnormal Psychology 10cp (Pre: PSYC100, PSYC101)	<b>MKTG207</b> Marketing Toolkit 10cp (Inc: MKTG100, MKTD207) Multi-mode	<b>MKTG202</b> Marketing Communications: Engaging Stakeholders 10cp

#### YEAR 3

<b>SEM 1</b>	<b>PSYC213</b> Individual Differences 10cp (Pre: PSYC100, PSYC101, PSYC104)	<b>PSYC311</b> Research Design and Statistics 3 10cp (Pre: PSYC206)	<b>MKTG201</b> Buyer Behaviour 10cp Multi-mode	<b>Business Elective</b> 10cp
<b>SEM 2</b>	<b>PSYC310</b> Psychological Services Experience 10cp (Pre: PSYC212)	<b>Psychology Elective</b> 10cp	<b>MKTG318</b> Social Impact of Marketing 10cp (Pre: MKTG207 or MKTG100) Online Unscheduled	<b>From 2023:</b> <b>MKTG200</b> Marketing Research (Pre: MKTG207 or MKTG100) <b>Prior to 2023: MKTG301</b> International Marketing: The Borderless World 10cp (Pre: MKTG207 or MKTG100) Online Unscheduled

**YEAR 4**

<b>SEM 1</b>	<b>PSYC314</b> Psychological Assessment 10cp <i>(Pre: PSYC104, PSYC213)</i>	<b>PSYC315</b> Brain and Behaviour 10cp <i>(Pre: Either PSYC200, PSYC212, PSYC213 or PSYC214)</i>	<b>MKTG315</b> Market Analysis: Evidence-Based Decisions 10cp <i>(Pre: MKTG207 or MKTG100)</i>	<b>Core Curriculum Unit 2</b> 10cp <a href="#">See here for details</a>
<b>SEM 2</b>	<b>PSYC307</b> Cognitive Psychology 10cp <i>(Pre: PSYC206 and either PSYC213 or PSYC214)</i>	<b>PSYC313</b> Social Psychology 10cp <i>(Pre: PSYC104 and either PSYC200, PSYC213 or PSYC214)</i>	<b>MKTG313</b> Strategic Marketing and Planning 10cp <i>(Pre: MKTG207 or MKTG100)</i>	<b>BIPX301</b> Professional Experience 10cp <i>(Pre: BIPX202)</i> <i>Online Unscheduled</i>

**PLEASE NOTE FOR THE MAP ABOVE**

Students who do not follow the sequence recommended in their Course Map cannot be guaranteed a clash free timetable or completion within the normal course duration period. Any student studying outside the above sequence should consult with their Course Coordinator prior to enrolling.

**STUDY MODES**

All units are delivered in On Campus mode, unless otherwise indicated in the map.

**C - On Campus**

Most learning activities or classes are delivered at a scheduled time, on campus, to enable in-person interactions. Activities will appear in a student's timetable.

**M - Multi-mode**

Learning activities are delivered through a planned mix of online and in-person classes, which may include full-day sessions and/or placements, to enable interaction. Activities that require attendance will appear in a student's timetable.

**OU - Online unscheduled**

Learning activities are accessible anytime, anywhere. These units are normally delivered fully online and will not appear in a student's timetable.

**OS – Online scheduled**

All learning activities are held online, at scheduled times, and will require some attendance to enable online interaction. Activities will appear in a student's timetable.

**PREREQUISITES AND INCOMPATIBLES**

- Prerequisites ('*Pre:*') and Incompatibles ('*Inc*') are added in italics.
- Prerequisites are other units that you must have passed *before* enrolling in the unit. Incompatibles are other units whose content is very similar to that of the unit. If you have already completed a unit that is listed as an incompatible, please contact your course coordinator for enrolment advice.
- You will not be able to enrol in a unit in Student Connect if you do not meet the prerequisite requirements. (This will help stop you from enrolling in units incorrectly). You can find out about unit prerequisite requirements in your Course Enrolment Guide.
- Under some circumstances, you might be eligible for a prerequisite waiver.
- You can find out more about prerequisites and how to apply for a waiver on the [Student Portal](#).

## Course Map

### Melbourne and Strathfield

#### Students who commenced prior to 2022 and undertake the Marketing Major

Students who are out of sequence due to part-time enrolment or progression issues should seek a course advice meeting with the relevant Course Coordinator.

#### YEAR 1

<b>SEM 1</b>	<b>PSYC100</b> Foundations of Psychology 10cp	<b>PSYC108</b> Psychological Practice: Theory and Techniques 10cp	<b>BUSN104</b> Money Matters 10cp (Inc: ACCT100, BUSD104)	<b>BUSN112</b> Managing Markets 10cp (Inc: MKTG100, BUSD112)
<b>SEM 2</b>	<b>PSYC101</b> Applications of Psychology 10cp	<b>PSYC104</b> Research Design and Statistics 1 10cp	<b>BUSN113</b> Managing People and Organisations 10cp (Inc: MGMT100, BUSD113)	<b>Core Curriculum Unit 1</b> 10cp <a href="#">See here for details</a>

#### YEAR 2

<b>SEM 1</b>	<b>PSYC200</b> Lifespan Development 10cp (Pre: PSYC100, PSYC101)	<b>PSYC206</b> Research Design and Statistics 2 10cp (Pre: PSYC104)	<b>ITEC100<sup>1</sup></b> Information Technology in Action (Previously: Information Technology Professional Skills and Practices) 10cp (Inc: BUSN111, BUSD111)	<b>MKTG209</b> Digital Marketing: The Connected Space 10cp Multi-mode
<b>SEM 2</b>	<b>PSYC214</b> Learning and Behaviour 10cp (Pre: PSYC100, PSYC101, PSYC104)	<b>PSYC212</b> Abnormal Psychology 10cp (Pre: PSYC100, PSYC101)	<b>MKTG207</b> Marketing Toolkit 10cp (Inc: MKTG100, MKTD207) Multi-mode	<b>MKTG202</b> Marketing Communications: Engaging Stakeholders 10cp

#### YEAR 3

<b>SEM 1</b>	<b>PSYC213</b> Individual Differences 10cp (Pre: PSYC100, PSYC101, PSYC104)	<b>PSYC311</b> Research Design and Statistics 3 10cp (Pre: PSYC206)	<b>MKTG201</b> Buyer Behaviour 10cp Multi-mode	<b>Business Elective</b> 10cp
<b>SEM 2</b>	<b>PSYC310</b> Psychological Services Experience 10cp (Pre: PSYC212)	<b>Psychology Elective</b> 10cp	<b>MKTG318</b> Social Impact of Marketing 10cp (Pre: MKTG207 or MKTG100) Online <i>Unscheduled</i>	<b>From 2023:</b> <b>MKTG200</b> Marketing Research (Pre: MKTG207 or MKTG100) <b>Prior to 2023:</b> <b>MKTG301</b> International Marketing: The Borderless World 10cp (Pre: MKTG207 or MKTG100) Online <i>Unscheduled</i>

<sup>1</sup> If you have already completed *BUSN111 Working with Technology* as part of your course, then you do not need to also complete *ITEC100*. You only need to complete one of these units.

**YEAR 4**

<b>SEM 1</b>	<b>PSYC314</b> Psychological Assessment 10cp (Pre: PSYC104, PSYC213)	<b>PSYC315</b> Brain and Behaviour 10cp (Pre: Either PSYC200, PSYC212, PSYC213 or PSYC214)	<b>MKTG315</b> Market Analysis: Evidence-Based Decisions 10cp (Pre: MKTG207 or MKTG100)	<b>Core Curriculum Unit 2</b> 10cp <a href="#">See here for details</a>
<b>SEM 2</b>	<b>PSYC307</b> Cognitive Psychology 10cp (Pre: PSYC206 and either PSYC213 or PSYC214)	<b>PSYC313</b> Social Psychology 10cp (Pre: PSYC104 and either PSYC200, PSYC213 or PSYC214)	<b>MKTG313</b> Strategic Marketing and Planning 10cp (Pre: MKTG207 or MKTG100)	<b>BIPX301</b> Professional Experience 10cp (Pre: BIPX202) Online <i>Unscheduled</i>

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