# Bachelor of Business-Bachelor of Psychological Science

Marketing Strategy and Analytics Major

**2027 ENTRY**

## Useful study planning / enrolment resources

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|---|---|---|---|
| Course and Subject Handbook | Academic Calendars | Class Registration | Enrolment Resources |

**Attention International Student visa holders:** To remain compliant with enrolment requirements as a Student visa holder, you are required to enrol in at least one On-Campus, Multi-Modal or WIL subject offering in each compulsory study period and you cannot enrol in more than one third (33%) of your total course load through online or distance learning. To complete your course within your CoE duration, maintain sufficient subject enrolment. If only Online subject offerings are available in a compulsory study period, contact enrolments@jcu.edu.au urgently for enrolment advice.

### How to read this planner

**PREREQ** Prerequisite information **ONLINE** Online offering **PLACEMENT** Placement requirement

## 2027

| TRIMESTER 1 | TRIMESTER 2 | TRIMESTER 3 |
|---|---|---|
| BU1105:03 Professional and Academic Skills for Business | BU1003:03 Principles of Economics | BU1104:03 Introduction to Management Concepts and Application |
| PY1101:03 Exploring Psychology 1 | BU1002:03 Accounting for Decision Making | BU1112:03 Business Law |
| RH1002:03 Communication Skills for Health Professionals | PY1102:03 Exploring Psychology 2 | Select 3 credit points of Humanities, Arts and Social Sciences subjects (from the following prefixes: AN, AR, AY, BA, CI, CN, CU, CY, EL, FR, GR, HI, IA, IT, JA, JN, NM, PL, PY, SS, SY, WC and WS) or any level 2 or 3 subjects |

## 2028

| TRIMESTER 1 | TRIMESTER 2 | TRIMESTER 3 |
|---|---|---|
| PY2103:03 Introduction to Scientific Approaches in Psychology<br>**PREREQ:** (PY1101 or PY1102) | BU2108:03 Marketing Matters | PY2107:03 Conduct & Interpreting Experimental Studies in Psychology<br>**PREREQ:** (PY1101 or PY1102) and PY2103 |
| PY2111:03 Learning Processes, Behaviour and Performance<br>**PREREQ:** PY1101 or PY1102 | PY1103:03 Critical Thinking in Psychology | **Major**<br>BX2081:03 Consumer Behaviour<br>**PREREQ:** BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 |
| Select 3 credit points of Humanities, Arts and Social Sciences subjects (from the following prefixes: AN, AR, AY, BA, CI, CN, CU, CY, EL, FR, GR, HI, IA, IT, JA, JN, NM, PL, PY, SS, SY, WC and WS) or any level 2 or 3 subjects | PY2106:03 Developmental Psychology<br>**PREREQ:** (PY1101 or PY1102) | **Major**<br>BX2084:03 Sales, Services, Business Development and the Digital Frontier<br>**PREREQ:** BU1108 or BU2108 |

## 2029

| TRIMESTER 1 | TRIMESTER 2 | TRIMESTER 3 |
|---|---|---|
| PY3101:03 Conduct & Interpreting Non-Experimental Studies in Psychology<br>**PREREQ:** (PY1101 or PY1102) AND PY2103 AND PY2107 | PY2101:03 Behavioural Neuroscience<br>**PREREQ:** (PY1101 or PY1102) | PY2112:03 Memory and Cognition<br>**PREREQ:** PY1101 or PY1102 |
| **Major**<br>BX2082:03 Advertising, Promotions and Mobile Marketing<br>**PREREQ:** BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 - allow concurrent with BU1108 or BU2108 or BU1808 | PY3108:03 Personality Psychology<br>**PREREQ:** PY1101 and PY1102 AND an additional 6 credit points of any PY subjects | PY3103:03 Psychopathology<br>**PREREQ:** PY1101 and PY1102 AND an additional 6 credit points of any PY subjects |
| **Major**<br>BX2184:03 Marketing, Consumerism and Sustainability<br>**PREREQ**: (BU1108 or BU1808 or BU1008 or BU2208 or BU1908 or BU2108) | **Major**<br>BX3181:03 Social Surveys and Questionnaire Design<br>**PREREQ:** BU1007 or PY2103, BU1108 or BU1808 or BU2108 and 12 CREDIT POINTS | **Major**<br>BX3081:03 Social Media Marketing<br>**PREREQ:** BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 and 18 credit points of subjects |

## 2030

| TRIMESTER 1 | TRIMESTER 2 | TRIMESTER 3 |
|---|---|---|
| PY3102:03 Social Psychology<br>**PREREQ:** PY1101 and PY1102 AND an additional 6 credit points of any PY subjects | BU3101:03 Professional Internship<br>**PREREQ** 36 credit points of BU or BX subjects, or (at the discretion of the Dean. All students must complete compulsory WIL preparation in full to be eligible to apply for a WIL capstone subject.)<br>Offered TR2, TR3, B6<br>**OR**<br>BU3102:03 Multidisciplinary Project<br>**PREREQ** 36 credit points of BU or BX subjects, or at the discretion of the Dean. All students must complete compulsory WIL preparation in full to be eligible to apply for a WIL capstone subject.<br>Offered TR2<br>**OR**<br>BU3103:03 Independent Project<br>**PREREQ** 36 credit points of BU or BX subjects, or at the discretion of the Dean. All students must complete compulsory WIL preparation in full to be eligible to apply for a WIL capstone subject.<br>Offered TR1, TR3 | |
| **Major**<br>BX3082:03 International Marketing in the Global Village<br>**PREREQ:** BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 and 18 credit points of subjects | PY3107:03 Psychological Assessment<br>**PREREQ:** PY1101 and PY1102 AND an additional 6 credit points of any PY subjects | |
| | **Major**<br>BX3186:03 Marketing for Social Change<br>**PREREQ:** 24 credit points of subjects or as approved by the subject coordinator | |

## Course handbook

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|---|---|
| Bachelor of Business - Bachelor of Psychological Science | Marketing Strategy and Analytics Major |

*Tip: Use this planner with the Course and Subject Handbook each enrolment period to confirm availability, prerequisites and campus/mode requirements.*

## Course Notes

INTERNAL NOTE ONLY – DELETE BEFORE SENDING TO STUDENTS: This course has alternating subject offerings. Please refer to the BPsychSci Subject Mapping Approved CCMC Excel Document if creating a CEP for a student not commencing in 2027.

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| **Award Title** | Bachelor of Business-Bachelor of Psychological Science |
| **Abbreviation** | BBus-BPsychSc |
| **Credit Points** | 96 |
| **AQF Level** | Level 7 - Bachelor Degree |
| **Location** | Townsville Bebegu Yumba |
| **Division** | Academy |
| **College** | College of Healthcare Sciences |
| **Expected Time to Complete** | 3 years and 2 trimesters |
| **Maximum Time to Complete** | 9 Years |
| **Maximum Leave of Absence** | 2 Years |
| **CRICOS Code** | 085453A |