

Bachelor of Business (Marketing in the Digital Age) – Bachelor of Psychological Science

Useful study planning/enrolment resources:

- [Subject Search](#)
- [Academic Calendars](#)
- [Class Registration](#)
- [Enrolment Resources](#)

The information in the study planner is current at the time of creation may be subject to future change.

If you would prefer a part-time study plan, please adjust the below study planner; reviewing subject prerequisites to ensure you are on track for course completion.

2022			TEACHING PERIOD 2	
			Study Period 2	PY1102:03 Exploring Psychology: From Perception to Reality
			Study Period 2	PY1106:03 Communicating Psychology: Listening, Translating & Disseminating
			TRIMESTER 3	
			BU1002:03 Accounting for Decision Making	
		BU1112:03 Business Law		

2023	TEACHING PERIOD 1		TEACHING PERIOD 2		
	Study Period 1	PY1101:03 Exploring Psychology: From Brain to Practice	Study Period 2	PY2101:03 Psychological Neuroscience <i>PREREQ: PY1101 and PY1102</i>	
	Study Period 1	PY1103:03 Critical Thinking in Psychology: How to Think About Weird Things	Study Period 2	PY2106:03 Through the Looking Glass: Development across the Lifespan <i>PREREQ: PY1101 and PY1102</i>	
	Study Period 1	PY2103:03 Introduction to Research Methods and Data Analysis <i>PREREQ: PY1101 and PY1102</i>	Study Period 2	PY2107:03 Experimental Investigation and Analysis of Behaviour <i>PREREQ: (PY1101 and PY1102) and PY1103</i>	
			TRIMESTER 2		TRIMESTER 3
			BU1105:03 Professional and Academic Skills for Business	BU1104:03 Introduction to Management Concepts and Application	

		TEACHING PERIOD 1		TEACHING PERIOD 2	
		2024	Study Period 1	PY2112:03 Memory and Cognition <i>PREREQ: PY1101 and PY1102</i>	Study Period 2
Study Period 1	PY2111:03 Learning Processes, Behaviour and Performance <i>PREREQ: PY1101 and PY1102</i>		Study Period 2	PY3107:03 Psychological Assessment in Action <i>PREREQ: (PY1101 or PY1102) and PY2103 and PY2107</i>	
			Study Period 2	Select 3 credit points of Humanities, Arts and Social Science subjects	
TRIMESTER 1			TRIMESTER 2		TRIMESTER 3
BU1003:03 Principles of Economics		BU2108:03 Marketing Matters		BX2081:03 Consumer Behaviour <i>PREREQ: BU1108</i>	

		TEACHING PERIOD 1		TEACHING PERIOD 2		
		2025	Study Period 1	PY3101:03 Psychological Research Methods and Interpretation <i>PREREQ: (PY1101 or PY1102) and PY2103 and PY2107</i>	Study Period 2	PY3108:03 Personality Psychology: Decoding the Mysteries of Humans <i>PREREQ: PY1101 and PY1102</i>
			Study Period 2	Select 3 credit points of Humanities, Arts and Social Science subjects		
TRIMESTER 1			TRIMESTER 2		TRIMESTER 3	
BX2082:03 Advertising, Promotions and Mobile Marketing <i>PREREQ: BU1108</i>			BX3181:03 Social Surveys and Questionnaire Design <i>PREREQ: PY2103, BU1108 and 12 credit points of subjects</i>		BX2084:03 Sales, Services, Business Development and the Digital Frontier <i>PREREQ: BU1108</i>	
BX2184:03 Marketing, Consumerism and Sustainability <i>PREREQ: BU1108</i>				BX3081:03 Social Media Marketing <i>PREREQ: BU1108 and 18 credit points of subjects</i>		

2026	TEACHING PERIOD 1		
	Study Period 1	PY3102:03 Social Psychology in Everyday Life <i>PREREQ: PY1101 and PY1102</i>	
	TRIMESTER 1	TRIMESTER 2	
	BX3082:03 International Marketing in the Global Village <i>PREREQ: BU1108 and 18 credit points</i>	Select one of the following: BU3101:03 Professional Internship (TR2, TR3, SP11) OR BU3102:03 Multi-Disciplinary Project (TR2) OR BU3103:03 Independent Project (TR1, TR3) <i>PREREQ: 36 credit points of BU or BX subjects, or at the discretion of the Dean. All students must successfully complete the prescribed WIL preparation modules and quizzes to be eligible to apply for a WIL capstone subject.</i>	
		BX3186:03 Marketing for Social Change <i>PREREQ: 24 credit points of subjects</i>	

PROFESSIONAL ACCREDITATION STATUS

This course is accredited by the Australian Psychology Accreditation Council (APAC).

Graduates of this course, who wish to become fully registered as psychologists, must complete an accredited fourth year course (e.g. BPsychSc(Hons) or GDipPsych) plus either a two year Psychology Board of Australia approved postgraduate program, or a one year Psychology Board of Australia approved postgraduate program plus one year of supervised practice.

PROFESSIONAL ACCREDITATION REQUIREMENTS

The accredited sequence in Psychology leads to provisional registration with the Psychology Board of Australia with the addition of a fourth year of accredited studies in psychology e.g. Graduate Diploma of Psychology or Bachelor of Psychological Science (Honours)

COURSE HANDBOOK

[2022 Bachelor of Business – Bachelor of Psychological Science](#)