

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

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.

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2024	PY1101:03 Exploring Psychology 1	PY1102:03 Exploring Psychology 2	BU1002:03 Accounting for Decision Making
	PY1103:03 Critical Thinking in Psychology	PY1106:03 Communicating Psychology: Listening	PY2101:03 Behavioural Neuroscience <i>PREREQ: PY1101 or PY1102</i>
	BU1105:03 Professional and Academic Skills for Business		PY2103:03 Introduction to Scientific Approaches in Psych <i>PREREQ: PY1101 or PY1102</i>

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2025	BU1104:03 Introduction to Management Concepts and Application	BU1112:03 Business Law	PY2107:03 Conduct & Interpret Experimental Studies in Psych <i>PREREQ: (PY1101 or PY1102) and PY2103</i>
	BU1003:03 Principles of Economics	BU2108:03 Marketing Matters	PY2111:03 Learning Processes, Behaviour and Performance <i>PREREQ: PY1101 or PY1102</i>
		PY2106:03 Developmental Psychology <i>PREREQ: PY1101 or PY1102</i>	Major BX2081:03 Consumer Behaviour <i>PREREQ: BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808</i>

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2026	Major BX2082:03 Advertising, Promotions and Mobile Marketing	PY3107:03 Psychological Assessment <i>PREREQ: (PY1101 or PY1102) and PY2103 and PY2107</i>	PY2112:03 Memory and Cognition <i>PREREQ: PY1101 or PY1102</i>
	PY3101:03 Conduct & Interpret Non-Experimental Studies Psych <i>PREREQ: (PY1101 or PY1102) and PY2103 and PY2107</i>	Major BX3186:03 Marketing for Social Change <i>PREREQ: 24 credit points of subjects or as approved by the subject coordinator</i>	PY3103:03 Psychopathology <i>PREREQ: PY1101 or PY1102</i>
	PY3102:03 Social Psychology <i>PREREQ: PY1101 or PY1102</i>		Major BX2084:03 Sales, Services, Business Development & the Digital Frontier <i>PREREQ: BU1108 or BU2108</i>

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2027	Major BX2184:03 Marketing, Consumerism and Sustainability <i>PREREQ: (BU1108 or BU1808 or BU1008 or BU2208 or BU1908 or BU2108)</i>	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 complete compulsory WIL preparation in full to be eligible to apply for a WIL capstone subject.</i>	PY3108:03 Personality Psychology <i>PREREQ: PY1101 or PY1102</i>
	Major BX3082:03 International Marketing in the Global Village <i>PREREQ: BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 and 18 credit points of subjects</i>	Major BX3181:03 Social Surveys and Questionnaire Design <i>PREREQ: BU1007 or PY2103, BU1108 or BU1808 or BU2108 and 12 credit points</i>	Major BX3081:03 Social Media Marketing <i>PREREQ: BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 and 18 credit points of subjects</i>
	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	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	

COURSE HANDBOOK

[Bachelor of Business – Bachelor of Psychological Science](#)
[Marketing for the Digital Age Major](#)