

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

Useful study planning/enrolment resources:

[Course and Subject Handbook](#)

[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.

Attention International Student visa holders: To remain compliant with your enrolments 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 students must maintain sufficient subject enrolment.

If there are only Online subject offerings for you to select in a compulsory study period, contact enrolments@jcu.edu.au urgently for enrolment advice.

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2026	BU1105:03 Professional and Academic Skills for Business	BU1003:03 Principles of Economics	BU1002:03 Accounting for Decision Making
	PY1101:03 Exploring Psychology 1	PY1102:03 Exploring Psychology 2	BU1112:03 Business Law
	PY1106:03 Communicating Psychology: Listening, Translating and Disseminating	PY1103:03 Critical Thinking in Psychology	PY2101:03 Behavioural Neuroscience <i>PREREQ: PY1101 or PY1102</i>

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2027	BU1104:03 Introduction to Management Concepts and Application	BU2108:03 Marketing Matters	PY2107:03 Conduct & Interpreting Experimental Studies in Psychology <i>PREREQ: (PY1101 or PY1102) and PY2103</i>
	PY2106:03 Developmental Psychology <i>PREREQ: PY1101 or PY1102</i>	PY3102:03 Social Psychology <i>PREREQ: PY1101 and PY1102 AND an additional 6 credit points of any PY subjects</i>	Major BX2081:03 Consumer Behaviour <i>PREREQ: BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808</i>
	PY2103:03 Introduction to Scientific Approaches in Psych <i>PREREQ: PY1101 or PY1102</i>	PY2111:03 Learning Processes, Behaviour and Performance <i>PREREQ: PY1101 or PY1102</i>	Major BX2084:03 Sales, Services, Business Development and the Digital Frontier <i>PREREQ: BU1108 or BU2108</i>

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2028	PY3101:03 Conduct & Interpreting Non-Experimental Studies in Psychology <i>PREREQ: PY1101 and PY1102 AND an additional 6 credit points of any PY subjects</i>	PY3103:03 Psychopathology <i>PREREQ: PY1101 and PY1102 AND an additional 6 credit points of any PY subjects</i>	PY3108:03 Personality Psychology <i>PREREQ: PY1101 and PY1102 AND an additional 6 credit points of any PY subjects</i>
	Major BX2082:03 Advertising, Promotions and Mobile Marketing <i>PREREQ: BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 - allow concurrent with BU1108 or BU2108 or BU1808</i>	PY2112:03 Memory and Cognition <i>PREREQ: PY1101 or PY1102</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>
	Major BX2184:03 Marketing, Consumerism and Sustainability <i>PREREQ: BU1108 or BU1808 or BU1008 or BU2208 or BU2208 or BU1908 or BU2108</i>	Major BX3181:03 Social Surveys and Questionnaire Design <i>PREREQ: BU1007 or PY2103, BU1108 or BU1808 or BU2108 and 12 credit points</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

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2029	PY3107:03 Psychological Assessment <i>PREREQ: PY1101 and PY1102 AND an additional 6 credit points of any PY subjects</i>	BU3101:03 Professional Internship (TR2, TR3, Block 6) 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>	
	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 BX3186:03 Marketing for Social Change <i>PREREQ: 24 credit points of subjects or as approved by the Subject Coordinator</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		

COURSE HANDBOOK

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