



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.

2024 BU2108:03 Marketing Matters	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
	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
BU1105:03 Professional and Academic Skills for Business		PY2103:03 Introduction to Scientific Approaches in Psych	

2025 BU1003:03 Principles of Economics	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
		PY2106:03 Developmental Psychology	PY2111:03 Learning Processes, Behaviour and Performance Major BX2081:03 Consumer Behaviour



	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2026	Major BX2082:03 Advertising, Promotions and Mobile Marketing	PY3107:03 Psychological Assessment	PY2112:03 Memory and Cognition
	PY3101:03 Conduct & Interpret Non-Experimental Studies Psych	Major BX3186:03 Marketing for Social Change	PY3103:03 Psychopathology
	PY3102:03 Social Psychology		Major BX2084:03 Sales, Services, Business Development & the Digital Frontier



	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2027	Major BX2184:03 Marketing, Consumerism and Sustainability	BU3101:03 Professional Internship (TR2, TR3, SP11) OR BU3102:03 Multi-Disciplinary Project (TR2) OR BU3103:03 Independent Project (TR1, TR3)	PY3108:03 Personality Psychology
	Major BX3082:03 International Marketing in the Global Village	Major BX3181:03 Social Surveys and Questionnaire Design	Major BX3081:03 Social Media Marketing

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

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