

2019 MAJOR – Marketing

(Qualifying Major for Bachelor of Commerce with the degree of Bachelor of Psychology (Honours))

This double degree will provide you with the knowledge and skills required to understand both individuals and groups, in addition to providing a set of comprehensive business skills and knowledge.

The Marketing major provides the analytical skills and techniques to develop creative marketing strategies that meet the needs of both business and consumers. It covers the latest developments in marketing theory, with examples of best practice from Australia and overseas, and enhances an awareness of marketing's contribution to society. The arts-psychology component develops advanced knowledge and skills in core areas of psychology, as well as offering a range of elective units.

Combined with the study of psychology, you will better understand how people feel, think and act, by looking at why people behave the way they do and what motivates behaviours and social trends. You will explore the science of psychology including cognitive process, psychological assessment, development and learning. Your ability to apply this knowledge in a commercial environment will make you the perfect candidate for a career in a people-focused business environment.

The honours (fifth) year commences in session 1 only, and admission will be determined entirely by academic merit. In this year students will plan and engage in an independent and sustained critical investigation and evaluation of a chosen research topic that will match their strengths and career interests. On completion of this degree, students are able to proceed to postgraduate training in psychology towards registration as a psychologist.



The table below is a suggested first session for students beginning in Session 2, 2019. Please make your selection of units after reviewing the requirements of your award in the 2019 Handbook:

www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Commerce+with+the+degree+of+Bachelor+of+Psychology+%28Honours%29


Suggested First Session	
Session 2, 2019	
Unit Code	Unit Name
ACCG100	Accounting in Society
MKTG101	Marketing Fundamentals
PSYC105	Introduction to Psychology II
STAT150	Business Statistics

- You must also meet the general requirements for the degree for which you will qualify.
- It may be possible to satisfy the requirements of your degree by taking a different selection of units in your first session from those suggested above.

FIND OUT MORE
CONTACT: STUDENT CONNECT
LEVEL 2, MUSE C7A PHONE: 9850 6410
Macquarie University NSW 2109 Australia
Handbook.mq.edu.au

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- Consider what units you will want to study in second and third year. Prerequisite requirements for those units must be completed prior to enrolment in the higher-level unit.
- You can receive specific program advice from the faculty at any stage in your degree by lodging a “Program Advice” enquiry via <http://ask.mq.edu.au>.
- Progression to honours is completed in the 5th year, subject to a specified level of high achievement. On completion of this degree, students are able to proceed to postgraduate training in psychology and towards registration as a psychologist.



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