2601 – Bachelor of Psychology and Management/Marketing
Course Structure (commencing 2009)

Course Requirements

- Students must complete a total of 24 units (144 credit points) to complete the Bachelor of Business.
- A minimum of 8 units (48 credit points) must be taken at Monash University, Caulfield Campus.
- A minimum of 12 units (72 credit points) must be taken at Monash University.
- Students may complete up to, but not exceeding 10 units (60 points) at first-year-level.
- Students must complete a minimum of seven units (36 credit points) at third-year-level, of which four must be from the Bachelor of Business degree family, Caulfield Campus.
- Students must complete a major in either Management or Marketing.

Psychology Major

Students MUST complete all 10 compulsory psychology units:

- PSY1011
- PSY1022
- PSY2031
- PSY2051
- PSY2042
- PSY2112
- PSY3041
- PSY3051
- PSY3032
- PSY3062

Psychology 1A
Psychology 1B
Developmental and biological psychology
Research design and analysis
Cognitive and social psychology
Organisational psychology
Psychology testing theories of ability and ethics
Perception and personality
Abnormal psychology
Research methods and philosophy of psychology

Common Core Units

Students MUST complete all 6 compulsory common core units:

- AFF1000
- BTF1010
- ECF1100
- ETX1100
- MGF1010
- MKF1120

Principles of accounting and finance
Commercial law
Microeconomics
Business statistics
Introduction to management
Marketing theory and practice

STUDENTS MUST COMPLETE EITHER A MANAGEMENT OR MARKETING MAJOR AS PRESCRIBED BELOW

Management Major Units

Students MUST complete all 6 compulsory major units:

- MGF1010
- MGF1100
- MGF2111
- MGF2351
- MGF3401
- MGF3621

Introduction to management (also completed in the common core)
Managerial communication
Organisational behaviour (Prerequisite: MGF1010)
International business (Prerequisite: MGF1010)
Strategic management (Prerequisite: MGF1010)
Organisational change (Prerequisite: MGF1010)

Students MUST complete an additional 2 major units from the following list

- MGF2341
- MGF2511
- MGF2661
- MGF3361
- MGF3381
- MGF3681
- MGX3771
- MGX3991

Managing employee relations
Managing quality, innovation and knowledge
Human resources management (Prerequisite: MGF1010)
Performance management (Prerequisite: MGF2661)
Managing information systems
International management (Prerequisite: MGF1010)
Operations management (Prerequisite: must have passed 12 units or 72 credit points)
Leadership principles and practices
## Marketing Major Units

Students MUST complete all 6 compulsory major units:

- **MKF1120**: Marketing theory and practice (also completed in the common core)
- **MKF2111**: Buyer behaviour (Prerequisite: MKF1120)
- **MKF2121**: Market research methods (Prerequisites: MKF1120 & ETX1100)
- **MKF3121**: Marketing planning and implementation (Prerequisite: MKF2111)
- **MKF3131**: Strategic marketing (Prerequisites: MKF2111 or MKF2121, should be completed after MKF3121)
- **MKF3461**: Marketing communication (Prerequisite: MKF2111)

Students MUST complete an additional 2 major units from the following list:

- **MKF2131**: Marketing decision analysis (Prerequisite: MKF2121)
- **MKF3141**: Issues in competitive advantage (Prerequisites: AFF100, BTF1010 & MKF1120)
- **MKF3471**: Sales management and negotiation (Prerequisite: MKF1120)
- **MKF3531**: International marketing (Prerequisite: MKF1120)
- **MKX2521**: Brand management (Prerequisite: MKF1120)
- **MKX3481**: Logistics and fulfilment (Prerequisite: MKF1120)
- **MKX3621**: Advertising management (Prerequisite: MKF3461)
- **MKX3631**: Marketing internship (Prerequisite: As appropriate for the area of internship – Faculty office approval)

## Capstone Unit

Students MUST complete the following compulsory unit:

- **PMM3020**: Psychology, management and marketing

## Professional recognition

This degree is recognised by the following legal entities:

- Australian Psychology Accreditation Council (APAC)
- Australian Marketing Institute
- Australian Institute of Management (AIM).

Professional recognition may be dependent upon work experience requirements and the correct choice of units.
# 2601 – Bachelor of Psychology and Management/Marketing

Recommended Course Progression (commencing 2009)

## Year level 1

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<tr>
<th>Semester</th>
<th>Course Code</th>
<th>Course Name</th>
<th>Points</th>
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<tbody>
<tr>
<td>Semester 1</td>
<td>PSY1011</td>
<td>Psychology 1A (Compulsory)</td>
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<tr>
<td></td>
<td>MGF1010</td>
<td>Introduction to Management (Compulsory)</td>
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<tr>
<td></td>
<td>MKF1120</td>
<td>Marketing theory and practice (Compulsory)</td>
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<td></td>
<td>ETX1100</td>
<td>Business statistics (Compulsory)</td>
<td>6 Pts</td>
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<td>PSY1022</td>
<td>Psychology 1B (Compulsory)</td>
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<td>Common Core Choice 4 (Compulsory)</td>
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<td>Common Core Choice 5 (Compulsory)</td>
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## Year level 2

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<td>PSY2051</td>
<td>Research Design and Analysis</td>
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<td>Common Core Choice 6 (Compulsory)</td>
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<td>Semester 2</td>
<td>PSY2042</td>
<td>Cognitive and Social Psychology</td>
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<td>PSY2112</td>
<td>Organisational Psychology</td>
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## Year level 3

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<td>Psych testing, theories of ability and ethics</td>
<td>6 pts</td>
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<td>PSY3051</td>
<td>Perception and Personality</td>
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<td>PSY3032</td>
<td>Abnormal Psychology</td>
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<td>Research Methods &amp; Philosophy of Psychology</td>
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<td>PMM3020 Psychology, Management and Marketing</td>
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**Responsibility for Unit Choice**

Students are advised that, while the course advisors will endeavour to give every possible assistance and advice concerning unit choice, the onus is on students to ensure that units selected meet degree regulations and requirements.

Students should refer to the University Handbook for further information on course and unit details.  