



All About Psychology with Marketing

This programme is comprised of core courses in both psychology and marketing, ensuring that you'll graduate with a deep understanding of the nature of psychology and marketing, and the many constructive linkages and synergies that exist between them.

Throughout the programme you'll study a broad range of psychological domains including cognitive, social and developmental psychology as well as exploring personality and the biological underpinnings of psychological functions. Concurrently, you'll be taught by business experts from the Edinburgh Business School who will help you to understand how to apply your psychological knowledge to different areas of business and marketing. You'll also undergo training in research methods and statistical analysis, culminating in a final year dissertation project in which you'll be able to carry out an empirical research project in a specific area of your choice.

A critical component of the BSc Psychology with Marketing programme at the Malaysia campus is the Industrial Training that takes place at the end of the second year. During this training, you'll complete a 12 week work placement with a relevant business or organisation to gain first hand experience of the world of work and be able to apply your knowledge of psychology and marketing in the workplace.

With Go Global, our BSc Psychology with Marketing programme offers you the opportunity to travel to Edinburgh and/or Dubai to experience studying the programme in a different environment and culture. After successfully completing your first year of study you can transfer permanently or temporarily for either one or two semesters in year 2. No transfer is allowed in the third year to avoid significant disruption in terms of the final year project.

Upon completion of the programme, you'll have the industry-relevant knowledge and skills to pursue a career in the ever evolving professional fields of psychology or marketing.

Accredited by:



Glenn Hitchman

*Professor
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Malaysia*

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Our BSc Psychology with Marketing programme supports students to develop the skills to understand people and influence behaviour. By combining the scientific rigour of psychology with the creativity and strategic thinking of marketing, students will graduate with the tools and personal qualities needed to thrive in countless job roles.

This degree programme creates opportunities for graduates who wish to apply psychological and business knowledge in industry as well as those who aspire to pursue postgraduate training to prepare them for specialist psychology practitioner roles. ”

BSc Psychology with Marketing

KPT/JPS (N/0313/6/0058) (MQA/PA18166) 05/30

Our Programme aims to allow students to:

- Synthesise a variety of consumer-related theory and practice to design solutions for diverse stakeholders.
- Appraise the philosophical and functional role of marketing and its interconnections with other management functions.
- Devise specialised materials (such as videos, spoken presentations, posters, qualitative and quantitative research reports etc) that communicate to specialist or general public audiences.
- Apply professional values when working independently and in diverse teams to solve psychological and business-related problems.
- Demonstrate mastery of the subject area by identifying and undertaking research and presenting the results effectively.

Intake: September, January

CORE COURSES

YEAR 1

- Philosophy and History of Psychology
- Developmental Psychology
- Research Methods and Analysis 3
- Fundamentals of Marketing
- Research Methods and Analysis 4
- Social Psychology
- Cognitive Psychology
- Consumer Behaviour

YEAR 2

- Research Methods & Analysis 5
- Cognition across the Life Span
- Cross-Cultural Psychology
- Digital Analytics in Marketing
- Research Methods & Analysis 6
- Social Cognition and Personality
- Biological Psychology
- Integrated Marketing Communications
- Industrial Training

YEAR 3

- Research Project 1
- Workplace Psychology
- Neuropsychology
- Contemporary Issues in Marketing
- Research Project 2
- Advanced Social Psychology
- Psychology and Mental Health
- Marketing Sustainability

Skills Acquired

- Proficiency in analysing customer behaviour patterns
- Technical proficiency in contemporary psychology and marketing methods
- Team skills needed to work in diverse and multicultural contexts
- Competence in specialised software for data analysis
- Critical thinking skills for marketing problem solving

Career Opportunities

- Psychologist
- Market Research Business Analyst
- Marketing Communications Specialist
- Marketing Executive
- Brand Manager
- Consumer Insights Specialist
- Marketing Data Analyst
- Public Relations Executive
- Fundraising & Campaign Officer



Scan to chat with our Education Consultants

www.hw.edu.my

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