

Programme Specification and Curriculum Map for BSc. Psychology with Marketing



**Middlesex
University**

1. Programme title	BSc. Honours Psychology with Marketing
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Programme accredited by	British Psychological Society
5. Final qualification	BSc. Honours
6. Academic year	2008-9
7. Language of study	English
8. Mode of study	Full-time or part-time

9. Criteria for admission to the programme

Two A Levels or equivalent. Maths and English GCSE; those without GCSE may take in-house equivalent. Overseas students should have IELTS = 6.0 or equivalent.

10. Aims of the programme

The programme aims to:

- **Provide a sound knowledge of psychology and Marketing appropriate to future professional work;**
- **Introduce the broad range of theoretical and methodological approaches to psychology**
- **Encourage students to develop a critical approach to their studies, evaluating theory and evidence accordingly;**
- **Equip students to communicate effectively in written and numerical forms;**
- **Encourage independent and experiential learning, the development of oral communication skills, and the capacity for independent work;**
- **Maintain wide access to study for students with suitable qualifications or experience.**
- **Provide grounding in all areas of psychology such that students may progress onto postgraduate training and education in psychology.**
- **Provide students with excellent graduate skills**

11. Programme outcomes

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of :

- A1 The main theoretical approaches to psychology and marketing;**
- A2 An understanding of the fundamentals of psychological research design and analysis;**
- A3 Detailed knowledge and understanding of findings and debates in biological psychology;**
- A4 Detailed knowledge and understanding of findings and debates in developmental psychology;**
- A5 Detailed knowledge of findings and debates in cognitive psychology including the areas of perception, learning, memory, language and thinking;**
- A6 Detailed knowledge and understanding of findings and debates in social psychology;**
- A7 Detailed knowledge and understanding of findings and debates in individual differences in psychology.**
- A8 Detailed knowledge and understanding of findings and debates in conceptual and historical issues in psychology**
- A9 Detailed knowledge and understanding of findings and debates in business psychology**
- A10 Detailed knowledge and understanding of marketing**

Teaching/learning methods

Students gain knowledge and understanding through **attendance & participation in teaching sessions and independent research (with tutor support)**

Assessment Method

Students' knowledge and understanding is assessed both formatively and summatively by **examinations (MCQ, essay, short-answer), essays, practical reports, and dissertation work**

B. Cognitive (thinking) skills

On completion of this programme the successful student will be able to:

- B1 Apply multiple perspectives to areas within psychology both within and across psychology and marketing**
- B2 Integrate perspectives in**

Teaching/learning methods

Students learn cognitive skills through **class discussion and lecturer feedback**

Assessment Method

Students' cognitive skills are assessed by **examinations (MCQ, essay, short-**

<p>psychology</p> <p>B3 Identify & evaluate patterns of behaviour & psychological functioning</p> <p>B4 Formulate & explore research questions</p>	<p>answer), essays, practical reports, and dissertation work</p>
<p>C. Practical skills</p> <p>On completion of the programme the successful student will be able to:</p> <p>C1 Perform quantitative & qualitative data analyses</p> <p>C2 Use statistical software to analyse data</p> <p>C3 Design, implement, analyse and communicate independent and group project work;</p> <p>C4 Demonstrate effective written and oral communication enabling students to formulate and sustain a coherent argument;</p> <p>C5 Use literature search software to gather and evaluate academic work;</p> <p>C6 Use experimental software to design and run experiments</p> <p>C7 Use psychophysiological equipment to gather and interpret data</p>	<p>Teaching/learning methods</p> <p>Students learn practical skills through presenting their ideas in written & oral form & participation in practical classes</p> <p>Assessment Method</p> <p>Students' practical skills are assessed by practical reports.</p>
<p>D. Graduate Skills</p> <p>On completion of this programme the successful student will be able to:</p> <p>D1 Numeracy</p> <p>D2 Written Communication</p> <p>D3 Oral Communication</p> <p>D4 IT Skills</p> <p>D5 Career Planning</p> <p>D6 Information finding</p> <p>D7 Teamworking</p>	<p>Teaching/learning methods</p> <p>Students acquire graduate skills through practical work and the structured opportunities for learning offered by assessment schemes.</p> <p>Assessment method</p> <p>Students' graduate skills are demonstrated in Assessments</p>

12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

The programme is studied over three years full-time, or between 4.5 and 7 years part-time.

The programme is arranged into two terms.

The programme is divided into study units.

Each module has a credit value of 30 credits but modules may be amalgamated into larger units (60 Credits) according to the Subject and nature of learning.

Each 30 credit module represents approximately 300 hours of student learning, endeavour and assessment including up to a maximum of 75 hours of teaching.

Each stage of the programme has an equivalent of 120 credits.

12.2 Levels and modules		
Level 1		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: Psy1011 Psy1012 Mkt1110	Students must also choose at least XX from the following: NOT APPLICABLE	Psy1011>Psy2012 Psy1012>Hss>2011 Psy1012>Psy2013 Psy1012>Psy3011 Mkt1110>Mkt2xxx
Level 2		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: Psy2004 Psy2012 Psy2013 Mkt2xxx	Students must also choose at least XX from the following:	Psy2xxx>Psy3018 Psy2004>Hss3330 Mkt2xxx>Mkt3xxx
Level 3		

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: Psy3011 Psy3330 Psy3018 Mkt3xxx	Students must also choose at least XX from the following:	

12.3 Non-compensatable modules	
Module level	Module code
Level 1	Psy1011
	Psy1012
	Mkt1xxx
Level 2	Hss2004
	Psy2012
	Psy2013
	Mkt2xxx
Level 3	Psy3011
	Psy3018
	Mkt3xxx

13. A curriculum map relating learning outcomes to modules
See Curriculum Map attached.

14. Information about assessment regulations
Modules require a pass in all components

15. Placement opportunities, requirements and support (if applicable)
Not applicable

16. Future careers (if applicable)
Graduates with a Lower Second Classification (or better) will be eligible to apply for BPS accredited Masters & Doctoral programmes leading to careers as a

psychologist.

17. Particular support for learning (if applicable)

The Psychology Academic Group (PAG) has extensive laboratory and workshop facilities.

- Three computer labs
- Psychophysiology lab
- Social observation lab
- Image processing lab
- Virtual reality lab
- Auditory cognition lab
- Twelve testing cubicles

These are maintained by three psychology technicians.

18. JACS code (or other relevant coding system)	C800
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19. Relevant QAA subject benchmark group(s)	Psychology
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20. Reference points

The following reference points were used in designing the Programme:

- QAA Subject Benchmarks
- BPS Qualifying Examination Syllabus
- BPS Guidelines for Accreditation
- University Learning and Teaching policies and strategy

- Student feedback
- External Examiner feedback

21. Other information

BPS accreditation requirements:

- **broad coverage of the qualifying syllabus**
- **staff-student ratio lower than 20:1**

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the student programme handbook and the University Regulations.

Curriculum map for *Bsc. Psychology with Marketing*

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding		Practical skills	
A1		C1	
A2		C2	
A3		C3	
A4		C4	
A5		C5	
A6		C6	
A7		C7	
Cognitive skills		Graduate Skills	
B1		D1	
B2		D2	
B3		D3	
B4		D4	
B5		D5	
B6		D6	
B7		D7	

