

DIPLOMA OF HIGHER EDUCATION IN PSYCHOLOGY & MARKETING

Overview

Marketing and the other core supporting areas of marketing such as advertising, branding, consumer research are all about understanding, predicting and influencing human behavior and attitudes or more specifically their preferences. Modern marketing, advertising and branding practices heavily depend on psychology and marketing departments hire consultants and trainers constantly for this purpose and spend millions to gain psychological insights from research companies. How interested do you think companies be in you, if you could claim to know marketing and psychology both? This program is carefully designed to equip the future marketing professionals with the psychology knowledge and skills to enhance their performance to a whole new level. Students could either continue with the same combination for the final year or to switch the fields entirely in the Marketing or psychology. For details on progressing or transferring after the DHPM, check the relevant section on page

Modules

Introduction to Psychology	15
Biopsychology	15
Social Psychology	15
Quantitative Research Methods	15
Qualitative Research Methods	15
Personality	15
Statistics 1	15
Motivation & Emotion	15
Dynamic Business Environment	15
Principles of Marketing Practice	15
Integrated Marketing Communication	15
Buyer & Consumer Behavior	15
Societal & Social Marketing	15

Elective Modules*

Developmental Psychology	15
Psychometrics	15
Cognitive Psychology	15
Placement	15
Basics of Neuroscience	15
Introduction to Entrepreneurship	15
Project Management	15
Dynamic & Collaborative Teams	15
Enterprising Organizations	15
Managing Agile organizations	15
Statistics 2	15
Employee Engagement	15

*Select upto 03 of the electives given above

Credits

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Social Media Marketing



Advertising & Media



Brand Management



Consumer Psychology



Neuromarketing Research