



Faculty of Social Sciences

PSYE26, Psychology: The Psychology of Marketing and Influence, 15 credits

*Psykologi: Marknadsföringspsykologi och inflytande, 15
högskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Psychology on 2013-11-12 and was last revised on 2021-12-01 by Committee for Single Subject Courses at the Department of Psychology. The revised syllabus applies from 2022-01-17, spring semester 2022.

General Information

Language of instruction: Swedish

Main field of studies

Psychology

Depth of study relative to the degree requirements

G1N, First cycle, has only upper-secondary level entry requirements

Learning outcomes

Course design

Assessment

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

Entry requirements

General and courses corresponding to the following Swedish Upper Secondary School Programs: Social Studies 1b/1a1 + 1a2

Subcourses in PSYE26, Psychology: The Psychology of Marketing and Influence

Applies from V14

- 1301 Psychological Concepts from Soc. Cognition and Psychology, 5,0 hp
Grading scale: Fail, E, D, C, B, A
- 1302 Seminars in Psychological Concepts, 0,0 hp
Grading scale: Fail, Pass
- 1303 Tools for Influence, Theory, Method, Practice, 5,0 hp
Grading scale: Fail, E, D, C, B, A
- 1304 Seminars in Tools for Influence, 0,0 hp
Grading scale: Fail, Pass
- 1305 Practice, 5,0 hp
Grading scale: Fail, E, D, C, B, A
- 1306 Seminars in Practice, 0,0 hp
Grading scale: Fail, Pass