

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

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

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### **Details of approval**

The syllabus is an old version, approved by the board of the Department of Psychology on 2013-11-12 and was valid from 2014-01-20, spring semester 2014.

### **General Information**

*Language of instruction:* Swedish

*Main field of studies*

Psychology

Psychology

*Depth of study relative to the degree requirements*

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

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### **Learning outcomes**

### **Course design**

### **Assessment**

*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