



THE UNIVERSITY OF
MELBOURNE

Melbourne School of
Psychological Sciences

Master of Applied Psychology



MASTER OF APPLIED PSYCHOLOGY

The Master of Applied Psychology (MAP) is designed for students who have completed an undergraduate degree with a major in psychology who want to learn the applications of psychology to the worlds of business, government, marketing, advertising, user experience, consumer and social research, or the non-profit sector. Students who have completed a fourth year or Masters program in psychology are also encouraged to apply and may be eligible for advanced standing.

The MAP is an innovative 1.5 year (full-time) program that covers social psychology, influence and persuasion, the psychology of advertising, judgement and decision-making, attitude and behaviour change, consumer behaviour, consulting fundamentals, qualitative research methods, applied research techniques, and advanced data analysis. In addition, students will complete an internship or group research project

The MAP does not carry professional accreditation and is not a pathway to professional registration as a psychologist. However, graduates will have an advanced and integrated understanding of a complex body of knowledge in the application of psychological principles to real-world environments.

WHAT IS THE MASTER OF APPLIED PSYCHOLOGY?

The MAP was created to fill a gap in the market for applied psychology graduates (distinct from clinical or organisational psychologists) who want to work in emerging areas of behaviour change, behavioural insight, and consumer decision-

making. The design of the course was informed by student and employer research to fine-tune the skill set and knowledge base we needed in our MAP graduates. Many MAP subjects are delivered with a unique blend of theoretical and applied content

and the integration of industry guest lectures. MAP students form a tight-knit cohort as they progress through the degree, and learn from one another as well as from their lecturers.

MAP course structure based on a full-time enrolment commencing in Semester One:

Year One - Semester One		
PSYC40005	Advanced Design and Data Analysis	12.5 points
PSYC90101	Advanced Social Psychology	12.5 points
MKTG90008	Consumer Behaviour; OR	12.5 points
MKTG90004	Marketing Management	
PSYC90103	Psychology of Advertising	12.5 points
Year One - Semester Two		
PSYC90102	Attitude and Behaviour Change	12.5 points
PSYC90100	Applied Research Methods	12.5 points
MGMT90148	Consulting Fundamentals	12.5 points
POPH90231	Qualitative Research in Public Health	12.5 points
Year Two - Semester One		
PSYC90104	Thinking, Judgement and Decision Making	12.5 points
PSYC90105	Influence and Persuasion	12.5 points
PSYC90107	Internship; OR	25 points
PSYC90106	Research Project	



THE MAP INTERNSHIP PROGRAM

One of the most exciting components of the MAP is the opportunity for students to take part in an immersive industry internship in the final semester of their degree. The internship provides students with the experience of career paths in applied psychology, with a focus on behaviour change, social/market research, or consumer behaviour. The internship is also an ideal opportunity for employers to gain access to students with a unique skill set in behavioural insights – something that many employers say is difficult to find.

We are thrilled with the wide range and strong reputation of our internship host organisations. They represent diverse industries, from government departments to advertising agencies. The range of opportunities for MAP students is a unique attribute of the degree.

Our 2019 Internship Hosts include:

- The Behavioural Insights Team
- The TAC (Transport Accident Commission)
- Cancer Council Victoria
- Victorian Government Behavioural Insights Unit
- Our Watch
- The Shannon Company
- Centre for Evidence and Implementation
- Cummins & Partners
- EY
- Forethought Research
- Roy Morgan Research
- Empirica Research
- U1 Group
- Vocus Group

After gaining experience from their internships, along with the knowledge from their coursework, MAP graduates are prepared to work in a diverse range of employment fields.

If you'd like to hear from some students about their experience, please go to:

study.unimelb.edu.au/find/courses/graduate/master-of-applied-psychology/the-experience/

WHY STUDY THE MASTER OF APPLIED PSYCHOLOGY?

Perhaps the best way to understand why the MAP is such a unique and exciting offering from the School is to hear from a student. Emma began the MAP in Semester 1, 2018 and completed her internship at the Behavioural Insights Team (BIT) in Sydney in February 2019.

“Although I really enjoyed my undergraduate degree, I didn’t have a lot of clarity about the direction I was taking my studies in. I found almost everything interesting and struggled to navigate my way through potential pathways. I knew I was most interested in human behaviour but felt that the clinical pathway wasn’t right for me. I definitely wanted to make a difference in people’s lives – but on a slightly larger scale.

When I heard about the MAP, everything about it made so much sense to me. It was essentially the exact degree I was waiting for. I enrolled thinking that I wouldn’t get a place; so I was ecstatic when I was offered one and obviously accepted. As soon as I started, I knew I had found the course I was looking for. I’m always so engaged, not only with the content but also with the lecturers themselves.

The MAP has also offered me an incredible opportunity to intern for one of the world’s leading behavioural insights companies, the Behavioural Insights Team (BIT). Located in Sydney, BIT is a social enterprise company that specialises in generating and applying behavioural insights to inform public policy and improve public services for citizens and communities. My experience at BIT exceeded my expectations in every way. I learnt so much about how projects in this space go from being an idea to a scaled intervention that benefits a large population. The team was so generous with their time and each delivered workshops in their specialty areas. I worked on a range of interesting projects with real-world impact. I particularly enjoyed sitting in on meetings and observing the advisors in their element. Every day I learnt things that I couldn’t learn in a classroom and to gain this experience and knowledge as part of the MAP will be invaluable for my future.

The beauty of the MAP is that you can take the content and skills and shape your own career. I’m now embarking on my next chapter with full confidence that the MAP has prepared me for the exciting experiences and challenges ahead.”



Master of Applied Psychology student, Emma.

INFORMATION FOR PROSPECTIVE STUDENTS

For further information on how to apply for the Master of Applied Psychology, visit: study.unimelb.edu.au/find/courses/graduate/master-of-applied-psychology/

This course is only available on a full-fee basis.

If you have any questions, please contact the Melbourne School of Psychological Sciences: postgrad-psych@unimelb.edu.au

INFORMATION FOR PROSPECTIVE HOST ORGANISATIONS

If your organisation would be interested in hosting a MAP Intern, please email Program Coordinator Dr Cassie Hayward: cassandra.hayward@unimelb.edu.au



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