



Master of Applied Psychology

What is it and what can you do with it?

Cassie Hayward, PhD
Isla Carboon, PhD



The MAP gives you transferable skills...and many career options

- Although we've started this session with a look at how the psychology of influence and persuasion can help craft effective ads, this is just one area that graduates of the MAP can explore.
- Let's have a look at some of our intern experiences to give you an idea of the types of careers for which the MAP can prepare you...



Our 2020 Internships:

Advertising/PR



Social Behaviour Change



Government Policy and Behavioural Insights



Market and Social Research



User Experience



Corporate Consulting



Job outcomes

- Kate – graduated July 2019
- Junior Strategic Planner at Alt/Shift

"Deciding to do the MAP was one of the best things I've done. As well as every class being interesting and engaging, I found myself surrounded by driven, intelligent classmates, and made amazing friendships along the way. I'm now working as a Junior Strategic Planner at a PR Agency called Alt/Shift. Their philosophy is all about driving attitude and behaviour change. Consumer decision making and behavioural insights have a big role for brand communications, and the MAP gave me a new level of understanding in that space."



Alt/Shift hires Kate Napoli as junior planner

July 30, 2019 5:00

Alt/Shift has hired Kate Napoli as junior planner.



The announcement:

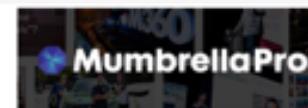
Independent creative communications agency Alt/Shift has appointed Kate Napoli to the role of Junior Planner, bolstering the agency's strategic and behavioural insight capability.

Napoli is a Masters graduate in Applied Psychology from the University of Melbourne, and recently completed a six-week internship at Alt/Shift.

Managing Director at Alt/Shift, Eily Hewitt, said: "Our philosophy is all about driving attitude and behaviour change, and Kate brings a new level of understanding in this space. Her skills in social psychology and applied research techniques will strengthen the strategic rigour behind all of our communications work."

Says Napoli, "I'm really excited to join the team at Alt/Shift. Understanding how and why we make decisions and the behavioural insights that drive us is more important than ever for brand communications."

Napoli joins Alt/Shift's Think/Create team led by Planning Director Chris Steele and Creative Director Julia Spencer. Alt/Shift's client list



Job outcomes

- Winona – graduated July 2019
- Quantitative Research Design at Forethought

"After completing my undergraduate studies in psychology, I knew I did not want to go down a clinical pathway, however felt unsure of what my next steps would be. After finding the Master of Applied Psychology, I knew it was the perfect fit for me. Through the course, I developed and refined my knowledge of human behaviour and decision making. Subsequently, I learned to practically apply my knowledge and skills to larger scale social and business problems.

The course structure enables you to explore many areas such as government, marketing, research, and health, and to then pursue the areas you are most interested in. The best part is that the skills and knowledge gained are so broadly applicable, so it is up to you where you take them.

Overall, the MAP was incredibly engaging and inspiring, from the content, to the lecturers and guest speakers, and even down to the cohort I studied alongside. The course opened so many doors for me. I quickly found my skillset was in high demand, and the job options were endless. I am now working in the market research industry, designing quantitative research that subsequently allows businesses to make evidence-based decisions."



Job outcomes

- Darcy – graduated July 2019
- Finance and Consulting team at Roy Morgan Research

"The MAP for me was the perfect way to bridge the theoretical focus of my psychology undergrad and the more practical demands of the workplace. I feel now, having completed the course, that I am well equipped to engage with the challenges presented when using psychological principles to bring about behavioural change. Regardless of whether the means of achieving this change are public policy or media campaigns, this course gave me the technical skills to engage with data and derive the insights with which effective strategies may be developed. This combination of skills is lethal, and has helped me in my work as a Graduate in the Finance and Consulting team at Roy Morgan Research.



Job outcomes

- Emma – graduated July 2019
- Researcher at Empirica Research

"As well as giving me an unanticipated sense of career direction and purpose, the MAP provided me with many opportunities to meet and learn from people working in exciting fields. In particular, my internship experience - at the Behavioural Insights Team in Sydney - opened doors to career pathways that I didn't previously know were available to me. With this experience under my belt, I was fortunate enough to be hired into my current role as a researcher in a market and social research agency. The MAP has thoroughly prepared me for this role, but I'm also loving that I can learn new things in the 'real world'. I am very grateful that the uniquely curated content I have learnt in the MAP enables me to work across all stages of a research project – from proposal writing and questionnaire design, to data analysis, report writing and consulting. I thoroughly enjoy the varied nature of the work I am doing now, and couldn't appreciate more the freedom and flexibility that the MAP will afford me in navigating and shaping my career into the future."



So, what is the MAP?

- The MAP is an innovative new program (first intake in 2018) that helps prepare graduates for diverse careers that draw on a strong understanding of psychology and human behaviour in applied settings.
 - You still learn theory, but there is an emphasis on how to put the theory into action
- The MAP doesn't give you professional registration as a "psychologist" but for the careers that it sets you up for, this isn't a barrier to entry or progression.
- Many new MSPS subjects designed just for the MAP and you also get to take some subjects from the Faculty of Business and Economics and the School of Population and Global Health.
- We have many industry guests throughout the course.
- You can enter the MAP directly from an undergrad degree with a major in Psychology
- There is no other course like it in Australia



The MAP Course structure

- **Points:** 150 Point Masters Program (1.5 years full time)
- **Study Type:** On campus, face-to-face
- **Intake:** Cohort size of 25-35
- **Eligibility:** Prior completion of psychology major
- **Fees:** Full fee program, no CSP places
- **Selection:** based on undergraduate marks (weighted entry is based on 1/3 2nd Year Psychology subjects and 2/3 3rd Year Psychology subjects; 75-80 would be a competitive entry score)
- **Transfer credit:** some transfer credit possible for those who have completed Honours or postgraduate subjects
- **Pathways:** May proceed to RHDs with combination of Research Project and high marks



The MAP Course structure

SEMESTER 1	SEMESTER 2	SEMESTER 3
Advanced Design & Data Analysis	Attitude & Behaviour Change	Internship <i>or</i> Group Research Project
Advanced Social Psychology	Applied Research Methods	
Consumer Behaviour <i>or</i> Marketing Management	Consulting Fundamentals	Thinking, Judgment & Decision Making
WIN: Psychology of Advertising	Qualitative Research in Public Health	Influence & Persuasion



The MAP Course structure

Semester 1:

- Advanced Design & Data Analysis (PSYC40005): multivariate statistics (identical to subject in fourth year program)
- Advanced Social Psychology (PSYC90101): practical applications of social psychology to groups, leadership, self-regulation, morality.
- Consumer Behaviour (MKTG90008): taught by Department of Marketing and Management (FBE), focused on psychological and social factors in consumer decision making

or

- Marketing Management (MKTG90004): examines concepts, principles and activities of marketing and how to manage an organisation's marketing effort, taught by FBE
- WINTER: Psychology of Advertising (PSYC90103): focused on crafting of effective advertising and other communication messages.



The MAP Course structure

Semester 2:

- **Consulting Fundamentals (MGMT90148)**: development of soft and technical skills required for careers in organisational consulting, taught by the Department of Management and Marketing.
- **Qualitative Research in Public Health (POPH90231)**: skill development in applied qualitative research, with special focus on health contexts, taught by School of Population & Global Health.
- **Attitude & Behaviour Change (PSYC90102)**: the science of changing attitudes and behaviour in health and other real-world contexts
- **Applied Research Methods (PSYC90100)**: focused on methodologies appropriate for applied social research (e.g., survey design, focus groups, experience sampling, experiments)



The MAP Course structure

Semester 3:

- **Influence & Persuasion (PSYC90105):** psychology of social influence, communication design, understanding the “unpersuadables”, social norms, invisible influence of stereotypes, influence by design
- **Thinking, Judgement & Decision-Making (PSYC90104):** science and application of decision theory and analysis, including heuristics & biases, “nudges” and decision aids.
- **Internship (PSYC90107):** industry internship with partner organisations

or

- **Group Research Project (PSYC90106):** applied research project under the direction of an academic staff member and an industry partner (alternative to internship)



Course contacts:

- Admin questions:
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- Course questions:
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Questions?

- Any questions?





THE UNIVERSITY OF
MELBOURNE

Thank you

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