Economic and Consumer Psychology (ECP)

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Programme coordinator

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Degree: MSc in Psychology
Duration: 1 year
Start Date: September
Language: English

ECP knowledge and skills: Science-based practitioner for the private and public sector
Programme ECP (60 EC)

Full-time

Four mandatory courses  20 EC
Two electives  10 EC
Thesis  20 EC
Internship  10 EC
Programme Overview

Course Information

SEMESTER I
- Emotions and (Ir)rationality in Economic Behaviour (5 EC)
- The Psychology of Media and Communication (5 EC)
- The Psychology of Selling and Advertising (5 EC)
- Academic Skills for Evidenced-based Policy and Advocacy (5 EC)
- One elective course* (5 EC)
- Master’s Thesis 1st part

SEMESTER II
- One elective course* (5 EC)
- Master’s Thesis 2nd part (20 EC)
- Internship (10 EC)

* We recommend that you choose the following elective course: The Psychology of Economic Behaviour. For more elective courses, see the prospectus on our website.
# Programme schedule

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30 EC                                   30 EC
Mandatory courses

- The Psychology of Media and Communication
- Emotions and (Ir)Rationality in Eco. Behaviour
- The Psychology of Selling and Advertising
- Academic Skills for Evidenced-based Policy and Advise

Note. Mandatory courses are offered in both semesters. We recommend to complete these courses in semester 1.
Approved elective courses

• The Psy. of Economic Behaviour
• Motivation, Power and Leadership
• Environmental Psychology

If you want to do another elective than these four, you need approval from the board of examiners.

Note. We highly recommend taking The Psychology of Economic Behaviour; this course has an excellent fit with the program.
Thesis (20 EC)

Develop and answer a research question. Collect, analyse, and report empirical data.

- Assignment to topic (Sem. 1, Block 1)
- Research Proposal (Sem. 1, Block 2)
- Full Thesis (Sem. 2, Blocks 1 + 2)

Note. You receive an email-invitation in block 1, to sign up for a thesis topic. Thesis research is conducted in close collaboration with a staff member.
Internship (10 EC)

Experience the role of an ECP professional
Apply knowledge and skills in practice

- **Length:** at least 280 hours
- **Start:** after completion thesis
- **Needed:** approval of (thesis) supervisor

*Note. For large companies, start in time with applying for internships (during semester 1).*
To do
Sign up for courses

When?
- Course planning: *June*
- Course enrolment: *July*

Instructions on student website of Leiden University
Master Kick Off

August 29th, 2024

We welcome you at the Master Kick Off. This is an important start of the Master where relevant information will be shared.

Information will follow via email
We are looking forward to welcoming you at Leiden University

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