


A black and white photograph of a single, dark tree standing on a horizon line. The tree is centered in the upper half of the frame. Below the horizon is a dark, textured field. The sky is a light, uniform gray. The overall mood is solitary and contemplative.

# **Economic and Consumer Psychology (ECP)**



Dr. Welmer Molenmaker

**Prof. dr. Wilco van Dijk**  
**MSc Program coordinator ECP**



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

A black and white photograph of a single tree on a horizon line over a dark field. The tree is centered in the upper half of the image, with its reflection visible in the dark, reflective surface below. The sky is a uniform light gray, and the ground is a dark, almost black, reflective surface.

# **Knowledge and Skills**

**Science-based practitioner  
for the private and public sector**



## **Program ECP (60 EC)**

<b>Four obligatory courses</b>	<b>20 EC</b>
<b>Elective courses</b>	<b>10 EC</b>
<b>Thesis</b>	<b>20 EC</b>
<b>Internship</b>	<b>10 EC</b>
<b>Two semesters</b>	<b>60 EC</b>



## Obligatory courses (20 EC)

- The Psy. of Media and Communication
- Emotions and (Ir)rationality in Eco. Behaviour
- The Psy. of Selling and Advertising
- Applied Data Analysis

**Courses are taught twice annually!**

*see the e-guide for more information*



## **Elective courses (10 EC)**

- **Motivation, Power and Leadership (S1, B1)**
- **Environmental Psychology (S1, B2)**
- **Psy. of Economic behaviour (!) (S2, B1)**
- **Decision Making in Practice (S2, B2)**
- **Others**

*see the e-guide for more information*



## Thesis (20 EC)

**Develop and answer research question**  
**Collect, analyse, and report empirical data**

- **Assignment to topic** (S2, B3)
- **Research Proposal** (S2, B4)
- **Full Thesis** (S1, B1+B2)





## Assignment to thesis topic

- **Staff members offer a variety of topics**
- **No enrolment via uSis; invited to select your top-5 preferred topics on your u-mail**
  - Mid-February; within three weeks
- **Based on your top-5s, our program Mieneke 2.0 allocates the topics**
  - End February, beginning of March



## Two thesis time schedules

### **Schedule 1 – Short proposal**

- Before summer break: proposal + data collection
- After summer break: data-analyses + writing full thesis

### **Schedule 2 – Elaborate proposal**

- Before summer break: proposal
- After summer break: data collection + data-analyses + writing



## **Internship (10 EC)**

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

- **Apply (early) for internship(s)**
- **At least 280 hours (Nov. 2019 – Jan. 2020)**
- **Approval of (thesis) supervisor**



# Schedule Program

**Semester 2 (30 EC)**  
*2018-2019*

- **Obligatory courses**
- **Elective**
- **Thesis Proposal**

**Semester 1 (30 EC)**  
*2019-2020*

- **Thesis**
- **Elective**
- **Internship**



## Enrol to our Blackboard page

- <https://blackboard.leidenuniv.nl>
- Log in with your ULCN-account
- Enrol yourself to the BB course:

### *Master SOP and ECP*

- Find useful information about the program, thesis, and internship (e.g., requirements, guidelines, tips and tricks, etc.)

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# Life during and after ECP



## **Completion of the program (N = 90)**

<b>No delay</b>	<b>72%</b>
<b>1-6 months delay</b>	<b>20%</b>
<b>7-12 months delay</b>	<b>6%</b>
<b>&gt; 12 months delay</b>	<b>2%</b>
<b>93% completed program</b>	



## Reasons for delay

<b>Internship</b>	<b>39%</b>
<b>Additional Master</b>	<b>17%</b>
<b>Extracurricular Activities</b>	<b>17%</b>
<b>Other</b>	<b>17%</b>





## Current situation Alumni ECP

<b>Paid job – full time</b>	<b>84%</b>
<b>Paid job – part time</b>	<b>7%</b>
<b>Looking for a job</b>	<b>7%</b>
<b>Traineeship</b>	<b>1%</b>

**76% of jobs at MSc. level**



## Securing first job

Less than 1 month	32%	(32%)
1-6 months	38%	(70%)
6-12 months	10%	(80%)
> 12 months	12%	(92%)

**30% was offered a job via internship**



## Current fields: Top 5

<b>Consumer insights</b>	<b>41%</b>
<b>Advertising</b>	<b>40%</b>
<b>Consulting</b>	<b>36%</b>
<b>Communication</b>	<b>26%</b>
<b>Consumer products</b>	<b>15%</b>

**Position related to ECP: 4.8 (7)**



## Main tasks: Top 5

<b>Analysing data</b>	<b>60%</b>
<b>Consulting</b>	<b>53%</b>
<b>Advising</b>	<b>53%</b>
<b>Marketing strategy</b>	<b>53%</b>
<b>Survey research</b>	<b>32%</b>



## Starting salaries alumni ECP

< €1,600	30%
€1,600 – €2,500	47%
€2,500 – €3,500	21%
> €3,500	2%

**Satisfaction with progress in career: 7.5 (10)**

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**Other important issues**

A lone, dark tree stands on a horizon line against a light, hazy sky. The foreground is a dark, flat expanse, possibly a field or a road. The overall mood is quiet and contemplative.

## **Colloquia and ECP Career Day**

**Attending three colloquia is obligatory**  
**Attending ECP Career Day is obligatory**

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## **Take responsibility**

**Adhere to deadlines**

**Read course manuals carefully**

**Communicate clearly with teachers (we care)**



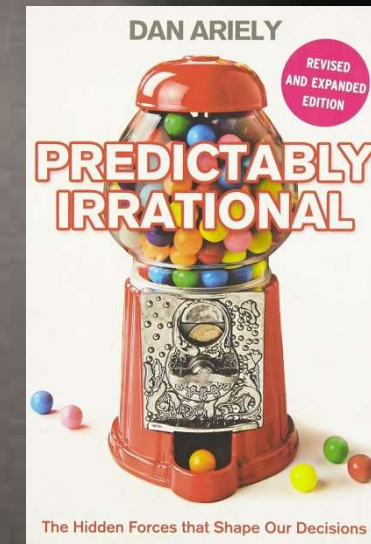
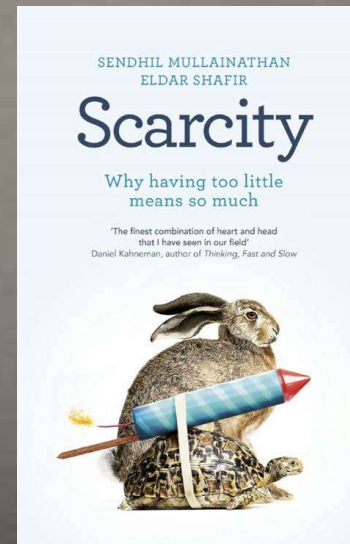
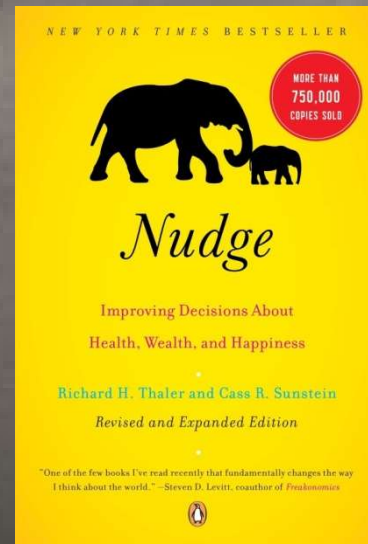
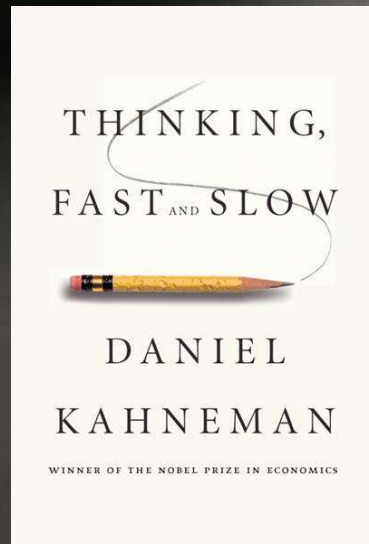


## Questions or problems

Communicate early and clearly

- Blackboard page: *Master SOP and ECP*
- Mentor (= thesis & internship supervisor)
- Wilco van Dijk (MSc program coordinator)
- MOC student representative
- ISP student representative

# Must reads for ECP-students





## To do today

- **Register for (elective) courses (this semester)**
  - Work group allocation might change
- **Register (if needed) for exams (this semester)**
- **Enrol to Blackboard page: *Master SOP and ECP***



## **Student representatives**

- **International Student Platform (ISP)**
- **Master Education Committee (MOC)**
  - Procedure

A black and white photograph of a single tree on a horizon line over a dark field. The tree is centered in the upper half of the frame, with its silhouette clearly visible against the lighter sky. The ground below is dark and appears to be a flat, open field. The overall mood is serene and minimalist.

# **Economic and Consumer Psychology (ECP)**