

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

**Marret Noordewier  
Coordinator ECP**

# In today's presentation

## 1. The program

## 2. Other important issues

- Must reads for ECP students
- Career day
- Taking responsibility and planning
- Student representatives
- To do today

# The program

# **Knowledge and Skills**

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

<b>Degree:</b>	<b>MSc in Psychology</b>
<b>Duration:</b>	<b>1 year</b>
<b>Start Date:</b>	<b>September and February</b>
<b>Language:</b>	<b>English</b>

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

<b>Four obligatory courses</b>	<b>20 EC</b>
<b>Two 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**

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

- **Psy. of Economic behaviour (!) (Feb)**
- **Decision Making in Practice (Apr)**
- **Motivation, Power and Leadership (Sept)**
- **Environmental Psychology (Nov)**
- **other**

## **Thesis (20 EC)**

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

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



## **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-Jan)**
- **Approval of (thesis) supervisor**

# Schedule Program

## **Semester 1 (30 EC)**

February – July

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

## **Semester 2 (30 EC)**

September – January

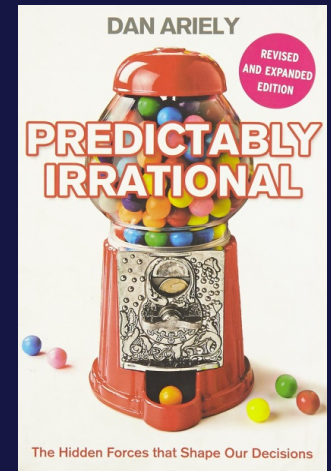
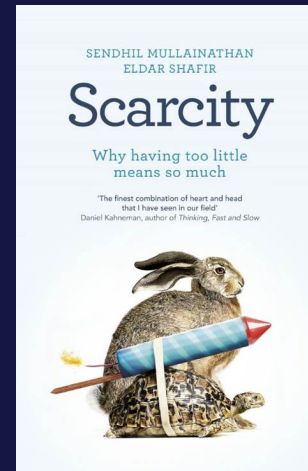
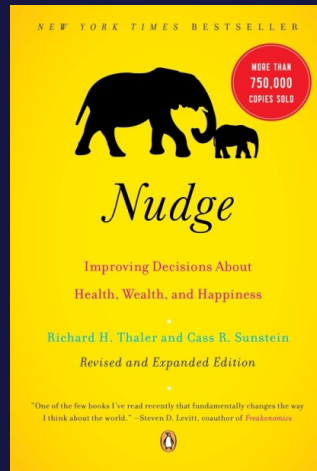
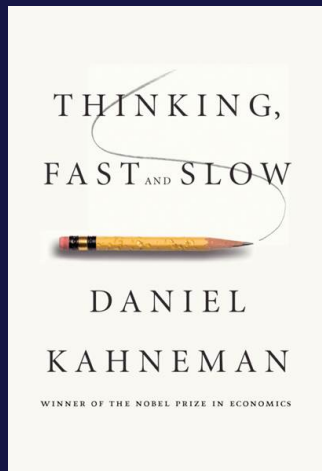
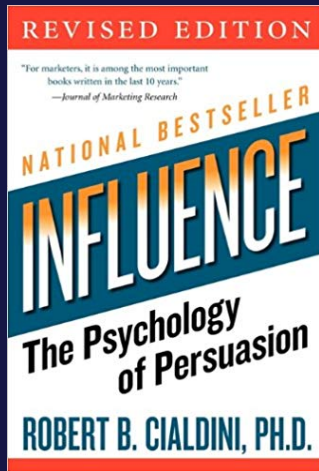
- **Thesis**
- **Elective**
- **Internship**

# **Knowledge and Skills**

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

**Other important issues**

# Must reads for ECP-students



# **ECP Career Day**

- **Talks from ECP alumnus and professionals**
- **Career tips and ideas about possibilities**
- **Attending ECP Career Day is obligatory**
- **In the fall: announcements via email**

## **Take responsibility**

- **Adhere to deadlines**
- **Read course manuals carefully**
- **Communicate clearly with teachers (we care)**
- **Planning: start in time, prepare for workload**

# Questions or problems

Communicate early and clearly

- **Mentor (thesis supervisor)**
- **Marret Noordewier (ECP coordinator)**
- **Welmer Molenmaker (thesis coordinator)**
- **MOC student representative**
- **ISP student representative**



# Student representatives

- **International Student Platform (ISF)**
  - Interested to be representative? Email Mirthe Haas
  - More information via this [link](#)
- **Master Education Committee (MOC)**
  - More information via this [link](#)

# Christian Le

ECP Student Representative MOC



Contact details: [MOC-page](#)  
See also Master SOP and ECP on Blackboard

# To do today

- **Check course registration Semester 1**
  - Not correctly enrolled yet? 13-15 hrs: see programme
  - Please unenrol if you do not participate anymore
  - **NOTE!** Work group allocation might change
- **Register (if needed) for exams (Semester 1)**
- **Enrol in Blackboard Master SOP and ECP**
- **Check out university email account**

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