

Economic and Consumer Psychology (ECP)

**We look forward to welcome you at
Leiden University**

Program coordinator

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The program

**ECP knowledge and skills:
Science-based practitioner
for the private and public sector**

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

Program ECP (60 EC)

Four obligatory courses	20 EC
Two elective courses	10 EC
Thesis	20 EC
Internship	10 EC

Program schedule

Semester 1

February – July

Obligatory courses

Elective course I

Thesis proposal

30 EC

Semester 2

September – January

Thesis

Elective course II

Internship

30 EC

Obligatory courses

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

*Note. Obligatory courses are offered in both semesters.
We recommend to complete these courses in semester 1.*

Approved elective courses

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

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. Thesis research is conducted in close collaboration with a staff member.

Internship (10 EC)

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

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

Note. Start in time with applying for internships (during semester 1).

To do

Sign up for courses

Early december:

You receive an email with a link to a survey

Sign up for courses in semester 1

Note. You have several days to complete the survey (see instructions in the email). You don't need to sign up for semester 2.

Master Kick Off: Welcome and Q&A

January 27: 11.00 – 13.00

We expect that you attend the Master Kick Off; information will follow via email

Note. If you are not (correctly) enrolled yet, there is a possibility to make adjustments after the Q&A on January 27.

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**Again, we look forward to welcome
you at Leiden University**