

MSc in Psychology – Economic and Consumer Psychology (ECP)



Universiteit
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ECP master specialisation coordinator

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A quick overview

Programme structure

- Mandatory courses 20 EC
- Elective courses 5 EC
- Thesis 20 EC
- Internship 15 EC

Degree

- MSc in Psychology

Type of programme

- Full time
- 60 EC

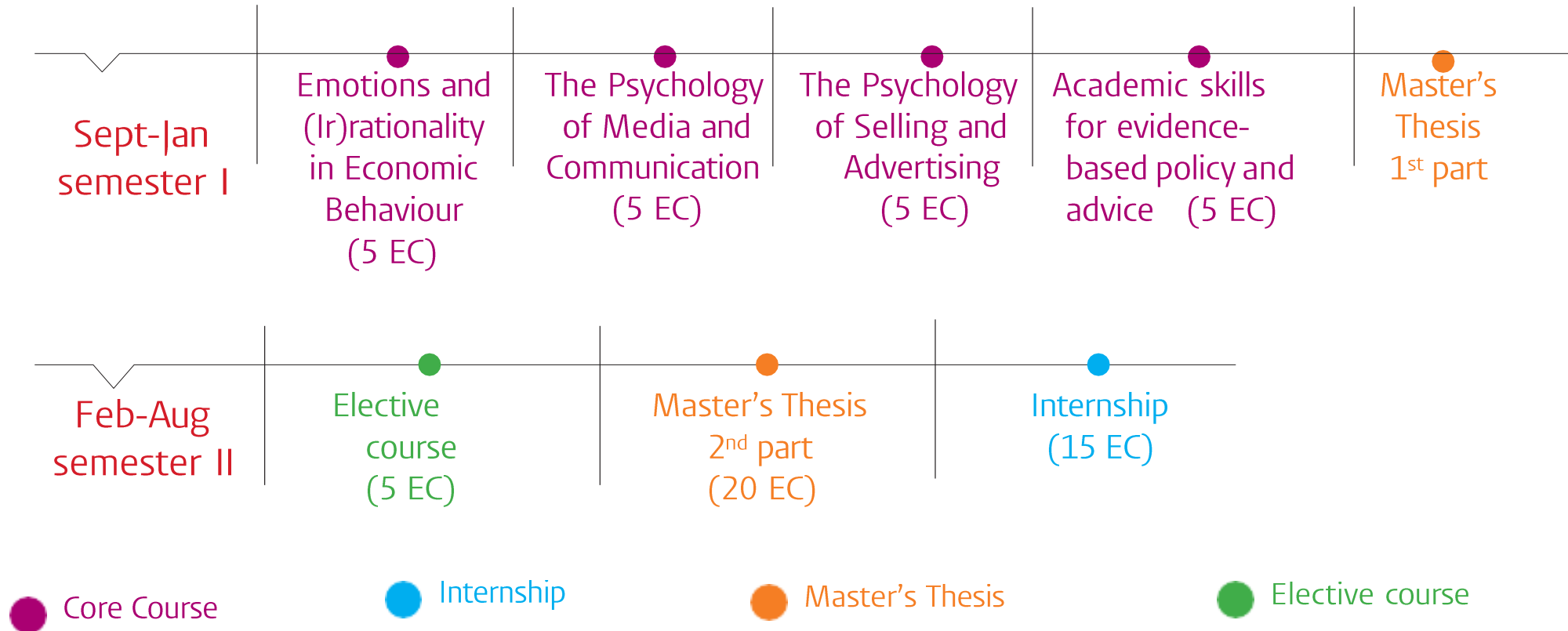
Starts in

- September

Programme outline

Psychology (MSc): Economic and Consumer Psychology

September intake





Mandatory courses

- **The Psychology of Media and Communication**
- **Emotions and (Ir)Rationality in Economic Behaviour**
- **The Psychology of Selling and Advertising**
- **Academic Skills for Evidence-based Policy and Advise**

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

Attendance at the workgroup sessions is mandatory.

Electives

The Psy. of Economic Behaviour	(Feb.)
Social animals at work	(April)
Motivation, Power and Leadership	(Sept.)
Environmental Psychology	(Nov.)

See Prospectus for more electives.

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)

- You receive an email invitation in October to sign up for a thesis topic.

Note. Thesis research is conducted in close collaboration with a staff member and in a group of 2-6 students.





Internship (15 EC)

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

- Length: at least 420 hours
- Start: after completion data collection (+/- March)
- How: you search for an internship position yourself in an organization/sector of your choice
- Needed: approval of (thesis) supervisor



Before the start of the programme

Sign up for courses (Sept and Feb start respectively)

- When?
 - Course planning: *22nd of June*
 - Course enrolment: *15th of July*
- Instructions on student [website](#) of Leiden University

Be present at the Master's Kick Off

- When?
 - September start: *27th of August 2026*
- We welcome you and look forward meeting you at the Master-Kickoff. More information will follow via email

We look forward to welcoming you at Leiden University!



Anouk van der Weiden
Teaching coordinator of the SEO department
Hosting the Master's Kick Off in August



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