

Economic and Consumer Psychology (ECP)

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Programme coordinator



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

Degree: MSc in Psychology

Duration: 1 year

Start Date: September

Language: English

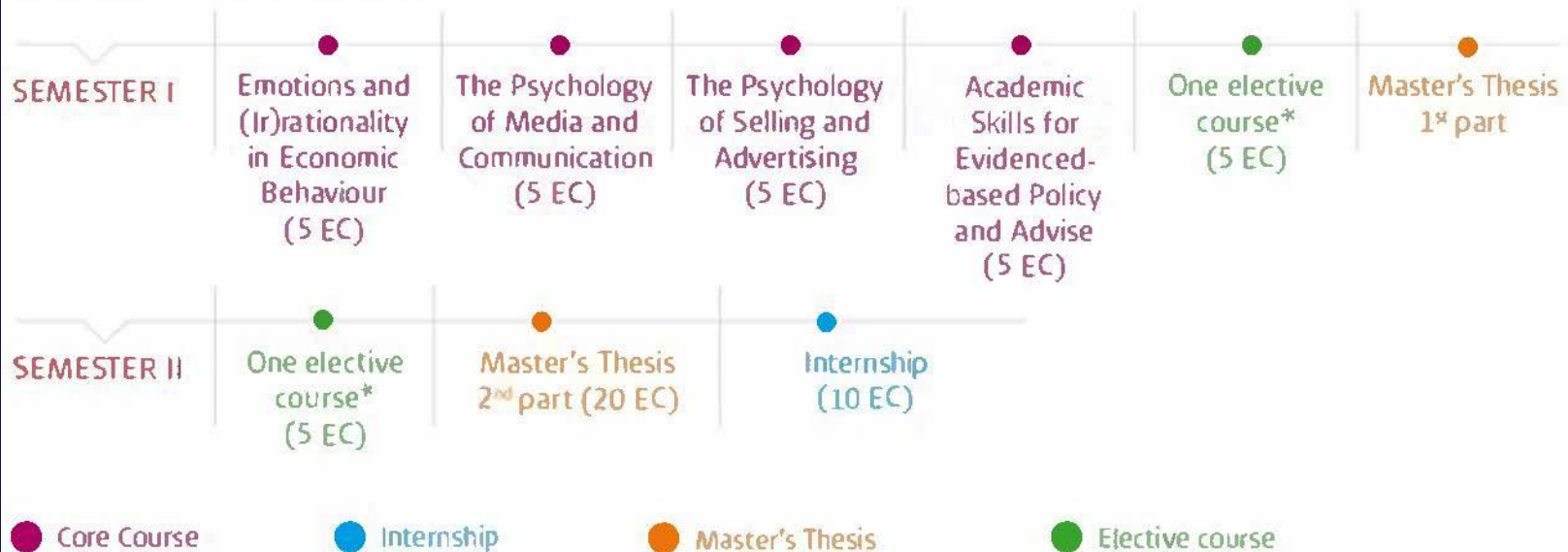
Programme ECP (60 EC)

Full-time

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

Programme Overview

Course Information



* 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

Semester 1

Mandatory courses

Elective I

Thesis proposal

30 EC

Semester 2

Thesis

Elective II

Internship

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 a 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**

**Economic and Consumer
Psychology (ECP)**