

Module code	PSY526	Level	5
Module title	Psychology in Industry	Credit value	20
Common/Core/Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Psychology	Teaching Period	Autumn

1. Module description

How will your psychology degree equip you to add value and to make a positive contribution in the workplace? What kinds of industries do psychology graduates work in? Psychology graduates bring considerable knowledge and skills, increasingly vital and in demand by employers across a wide range of industries, including business, arts, media, human resources, and technology. In this module you will focus through a psychosocial lens on wider industry and organisational contexts in which psychological knowledge and skills are used. You will engage with intersectional fields such as marketing psychology, business psychology, and the psychology of fashion; learn about the psychological research skills used in industry; and understand why there is increasing demand for soft psychological skills in the fourth industrial revolution workforce. You will creatively engage with relevant contemporary issues such as cognitive bias in recruitment, behavioural economics, equality diversity and inclusion, and organisational and systemic dynamics.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Innovation (MLO 02)

Analyse and develop understandings of how psychology graduates add value in the workplace, combining curiosity and creativity.

Digital Data and Tools (MLO 06)

Analyse and use digital media and employer data to explore contemporary applications of psychological knowledge and skill in workplace contexts.

Human and Environmental Impact (MLO 10)

Analyse the potential impact of the deployment of psychological skills and knowledge on people and workplace environments.

3. Learning and teaching methods

This module will explore intersectional fields and opportunities (e.g., marketing, business, fashion, film, media) through live engagements with wider student activities and staff at Regent's and by researching contemporary methods and issues in these fields. Workshopping, experiential exercises and role plays will identify and practice the range of soft skills. Digital media, employer data, case studies, journalism, and industry materials will support the focus on particularly relevant applications and sectors.

Learning hours	
Directed learning	48 hours
Workshops/classes	48
Guided/Self-guided learning	152 hours
Total	200 hours

4. Assessment, formative feedback and relative weightings

Assessment: Project

Weight (%): 100%

Word Count or Equivalent: 2500 words

For this project, you will first produce an interview schedule suitable for asking wider Regent's staff or others with industry experience in a discipline you choose about the role they think psychological skills and knowledge play in their discipline including in digital spaces.

You will use this schedule to conduct interview/s, and then produce a written account and evaluation of your interview work. This will include both what you learned from the interviews and a reflection on the skills and processes involved in interviewing.

This summative assessment will be preceded by an opportunity for formative assessment accompanied by formative feedback.

Ethical issues and approval for the assessment will be supported and provided.

Mapping of assessment tasks for the module

Assessment tasks	MLO2	MLO6	MLO10
	X	X	X

5. Indicative resources

- Blustein, D. L. (Ed.). (2013). *The Oxford handbook of the psychology of working*. Oxford University Press.
- Bruno, G. (2002). *Atlas of emotion: Journeys in art, architecture, and film*. Verso.
- East, R., et al. (2022). *Consumer behaviour*. 4th ed. Sage.
- Garay, R., (2021) *Marketing minds: A look at psychology in marketing*.
- Mair, C., (2017). *The psychology of fashion*. Routledge.
- McKenna, E., (2020) *Business psychology and organizational behaviour*. 6th ed. Routledge.
- McMahon, C. (2016). *Social media (The psychology of everything)*. Routledge.
- Psychology and Marketing Journal: <https://onlinelibrary.wiley.com/journal/15206793>