

MARKETING, MAJOR

Western Sydney University Major Code: 0137

Previous Code: SP2024.1

Available to students in other Western Sydney University

Programs: Yes. Check that your program has the available credit points required to complete the subjects in this field of study. Any requisite requirements must also be met. Consult your Program Advisor for further advice.

This major is designed for an age of expanding communication networks, where marketing is increasingly seen as a highly skilled and complex profession. Whether designing or selling a product, communicating a government service, or raising awareness in the non-profit sector, marketing requires a broad understanding of its methodology, its tools, and broad communications and analysis skills.

Location

| Campus | Mode | Advice |
|---------------------------|----------|---|
| Parramatta City | Internal | Dr Laurel Jackson (https://directory.westernsydney.edu.au/search/email/L.Jackson@westernsydney.edu.au) |
| Campus - Macquarie Street | | |

Major Structure

Students must successfully complete 60 credit points as listed below.

| Subject | Title | Credit Points |
|----------------------------|--------------------------------------|---------------|
| BUSM 7105 | Business Analytics in Practice | 10 |
| MKTG 7033 | Customer Experience | 10 |
| MKTG 7034 | Digital Marketing | 10 |
| MKTG 7035 | Frontiers of Branding | 10 |
| BUSM 7048 | Innovation, Creativity and Foresight | 10 |
| MKTG 7037 | Multichannel Marketing | 10 |
| Total Credit Points | | 60 |

Related Programs

Master of Business Administration (2761) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/master-business-administration/>)