MARKETING, TESTAMUR MAJOR

Western Sydney University Major Code: T044

Previous Code: MT2040.1

Available to students in other Western Sydney University programs? No

This Marketing testamur major applies to students who commenced in 2022 or later. If you commenced prior to 2022 please refer to the MT2027 Marketing major in the legacy handbook for details.

MT2027 Marketing (https://handbook.westernsydney.edu.au/hbook/specialisation.aspx?unitset=MT2040.1)

Contemporary marketing uses strategies and technologies to create significant customer relationships and brand experiences. Through an in-depth understanding of the marketing field including the challenges of global forces, new technologies and changing customer demographics, students develop practical skills that contribute to improving organisational performance. The major is based on industry expectations and students work on industry-based projects and case studies equipping them to take on roles across numerous organisations including in digital marketing, campaign strategies, business and data analytics. This major satisfies the educational requirements for recognition as a Certified Practising Marketer and eligibility for student membership of the Australian Marketing Institute and The Research Society.

Location

Campus	Mode	Advice
Bankstown Campus	Internal	Program Advice (https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au)
Campbelltown Campus	Internal	Program Advice (https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au)
Parramatta City Campus-Macquarie Street	Internal	Program Advice (https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au)
Sydney City Campus	Internal	Daniel Townsend (https://directory.westernsydney.edu.au/search/email/d.townsend@city.westernsydney.edu.au)
Uni of Economics Ho Chi Minh City	Internal	Program Advice (https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au)
WSU Online	Online	Program Advice (https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au)

Major Structure

Qualification for this major requires the successful completion of 80 credit points including all of the core subjects listed below.

Core Subjects for this Major

Subject	Title	Credit Points
MKTG 1006	Marketing Principles	10
MKTG 2010	Customer Experience Fundamentals	10
MKTG 3019	Marketing and Digital Communications	10
MKTG 3021	Strategic Brand Management	10
MKTG 2011	Customer Insights	10
MKTG 3016	Strategic Marketing Management	10
MKTG 1011	Fundamentals of Marketing Analytics	10
MKTG 3020	Omnichannel Marketing	10
Total Credit Points		**80**

Professional Subjects for Careers in Markets

Students undertaking the Marketing major are advised to take the following four subjects to satisfy the requirements for their professional core:

Subject	Title	Credit Points
BUSM 3006	Design Thinking for Creativity	10
MKTG 3009	Marketing Planning Project	10
MATH 1030	Statistics for Business	10
BUSM 2040	The Service Enterprise	10
Total Credit Points		**40**

Recommended Sequence

Qualification for the award of Bachelor of Business with a major in Marketing requires the successful completion of 240 credit points as per the recommended sequence below.

Full-time start-year intake

Course	Title	Credit Points
Year 1		
Autumn session		
BUSM 1006	Enterprise Innovation and Markets	10
BUSM 1008	Enterprise Leadership	10
MKTG 1006	Marketing Principles	10
MATH 1030	Statistics for Business	10
	Credit Points	**40**
Spring session		
BUSM 1010	Financing Enterprises	10
LAWS 1001	Enterprise Law	10
MKTG 1011	Fundamentals of Marketing Analytics	10
Select one elective		10
	Credit Points	**40**
Year 2		
Autumn session		
BUSM 2040	The Service Enterprise	10
MKTG 2010	Customer Experience Fundamentals	10
MKTG 2011	Customer Insights	10
Select one elective		10
	Credit Points	**40**

Spring session

MKTG 3019	Marketing and Digital Communications	10
MKTG 3021	Strategic Brand Management	10
Select two electives		20
	Credit Points	**40**

Year 3

Autumn session

BUSM 3006	Design Thinking for Creativity	10
MKTG 3016	Strategic Marketing Management	10
Select two electives		20
	Credit Points	**40**

Spring session

MKTG 3020	Omnichannel Marketing	10
MKTG 3009	Marketing Planning Project (Enterprise Engaged Subject)	10
Select two electives		20
	Credit Points	**40**
	Total Credit Points	**240**

Part-time start-year intake

Course	Title	Credit Points
Year 1		
Autumn session		
BUSM 1006	Enterprise Innovation and Markets	10
LAWS 1001	Enterprise Law	10
	Credit Points	**20**
Spring session		
MKTG 1006	Marketing Principles	10
MATH 1030	Statistics for Business	10
	Credit Points	**20**
Year 2		
Autumn session		
BUSM 1008	Enterprise Leadership	10
MKTG 1011	Fundamentals of Marketing Analytics	10
	Credit Points	**20**
Spring session		
BUSM 1010	Financing Enterprises	10
Select one elective		10
	Credit Points	**20**
Year 3		
Autumn session		
BUSM 2040	The Service Enterprise	10
Select one elective		10
	Credit Points	**20**
Spring session		
MKTG 2010	Customer Experience Fundamentals	10
Select one elective		10
	Credit Points	**20**
Year 4		
Autumn session		
MKTG 2011	Customer Insights	10
Select one elective		10
	Credit Points	**20**
Spring session		
MKTG 3019	Marketing and Digital Communications	10

Select one elective		10
	Credit Points	**20**
Year 5		
Autumn session		
MKTG 3021	Strategic Brand Management	10
Select one elective		10
	Credit Points	**20**
Spring session		
BUSM 3006	Design Thinking for Creativity	10
Select one elective		10
	Credit Points	**20**
Year 6		
Autumn session		
MKTG 3020	Omnichannel Marketing	10
MKTG 3016	Strategic Marketing Management	10
	Credit Points	**20**
Spring session		
MKTG 3009	Marketing Planning Project (Enterprise Engaged Subject)	10
Select one elective		10
	Credit Points	**20**
	Total Credit Points	**240**

Related Programs

Bachelor of Arts/Bachelor of Business (1818) (https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-arts-bachelor-business/)

Bachelor of Business (2786) (https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-business/)

Bachelor of Business/Bachelor of Laws (2788) (https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-business-bachelor-laws/)

Bachelor of Communication/Bachelor of Business (1819) (https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-communication-bachelor-business/)

Bachelor of Engineering (Honours)/Bachelor of Business (3728) (https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-engineering-honours-bachelor-business/)

Bachelor of Information Systems Advanced/Bachelor of Business (3745) (https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-information-systems-advanced-bachelor-business/)

Bachelor of Information Systems/Bachelor of Business (3744) (https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-information-systems-bachelor-business/)

Bachelor of Information and Communications Technology/Bachelor of Business (3737) (https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-information-communications-technology-bachelor-business/)

Bachelor of Science/Bachelor of Business (4748) (https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-science-bachelor-business/)

Diploma in Business/Bachelor of Business (6037) (https://hbook.westernsydney.edu.au/archives/2021-2022/programs/diploma-business-bachelor-business/)