MARKETING, TESTAMUR **MAJOR**

Western Sydney University Major Code: T044

Previous Code: MT2040.1

Available to students in other Western Sydney University programs?

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

			Iotal Credit Points		40	
Campus	Mode	Advice	_			
Bankstown Campus	Internal	Program Advice (https:// directory.westernsydney.e search/email/ business.courses@wester	Recommended Sequence			
			Qualification for the award of Bachelor of Business with a major in edward edward completion of 240 credit points as per the recommended sequence below			
Campbelltown Campus	Internal	Program	Full-time start-	year intake		
		Advice (https:// directory.westernsydney.e search/email/ business.courses@wester	Course edu.au/	Title	Credit Points	
			Year 1 rnsydney.edu.au) Autumn session			
Parramatta City Campus-Macquarie Street	Internal	Program Advice (https:// directory.westernsydney.e search/email/	BUSM 1006	Enterprise Innovation and Markets	10	
			ecBUSM 1008	Enterprise Leadership	10	
			MKTG 1006	Marketing Principles	10	
		business.courses@weste	riMATH 1030	Statistics for Business	10	
Sydney City Campus	Internal	Daniel Townsend (https:// directory.westernsydney.e search/email/ d.townsend@city.western	Spring session	Credit Points	40	
			BUSM 1010	Financing Enterprises	10	
			sydyle§.edQ.bu)	Enterprise Law	10	
Uni of Economics Ho	Internal	Program	MKTG 1011	Fundamentals of Marketing Analytics	10	
Chi Minh City		Advice (https:// directory.westernsydney.e search/email/ business.courses@weste	Select one elective		10	
			Year 2	Credit Points	40	
WSU Online	Online	Program Advice (https:// directory.westernsydney.e search/email/ business.courses@wester	BUSM 2040	The Service Enterprise	10	
				Customer Experience Fundamentals	10	
			MKTG 2011	Customer Insights	10	
					10	
				Credit Points	40	

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 Po	ints	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 Po	40	

	avadu au/		
nsydney		Title	Credit Points
s@west	Year 1 ternsydney.edu.au) Autumn session		
	BUSM 1006	Enterprise Innovation and Markets	10
nsydney.ed	v.ecBUSM 1008	Enterprise Leadership	10
		Marketing Principles	10
	ter MATH 1030	Statistics for Business	10
1		Credit Points	40
nsydney.ed	Spring session		
	BUSM 1010	Financing Enterprises	10
y.weste	rnsydWe9.edQ.lau)	Enterprise Law	10
	MKTG 1011	Fundamentals of Marketing Analytics	10
	Select one elective		10
nsydney	.edu.au/	Credit Points	40
s@west	Year 2 ternsydney.edu.au) Autumn session		
	BUSM 2040	The Service Enterprise	10
nsvdnev	, ec MKTG 2010	Customer Experience Fundamentals	10

Spring session			Select one elective		10
MKTG 3019	Marketing and Digital Communications	10		Credit Points	20
MKTG 3021	Strategic Brand Management	10	Year 5		
Select two electives		20	Autumn session		
	Credit Points	40	MKTG 3021	Strategic Brand Management	10
Year 3			Select one elective		10
Autumn session				Credit Points	20
BUSM 3006	Design Thinking for Creativity	10	Spring session		
MKTG 3016	Strategic Marketing Management	10	BUSM 3006	Design Thinking for Creativity	10
Select two electives	3 3 3	20	Select one elective		1(
	Credit Points	40		Credit Points	20
Spring session			Year 6		
MKTG 3020	Omnichannel Marketing	10	Autumn session		
MKTG 3009	Marketing Planning Project (Enterprise	10	MKTG 3020	Omnichannel Marketing	10
	Engaged Subject)		MKTG 3016	Strategic Marketing Management	10
Select two electives		20		Credit Points	20
	Credit Points	40	Spring session	3.54.1.5	
	Total Credit Points	240	MKTG 3009	Marketing Planning Project (Enterprise	10
				Engaged Subject)	
Part-time start-	-year ıntake		Select one elective		10
Course	Title	Credit		Credit Points	20
		Points		Total Credit Points	240
Year 1					
Autumn session			Related Programs		
BUSM 1006	Enterprise Innovation and Markets	10	Bachelor of Arts/Bachelor of Business (1818) (https://		
LAWS 1001	Enterprise Law	10	hbook.westernsydney.edu.au/archives/2021-2022/programs/ba		
	Credit Points	20	arts-bachelor-busir		
Spring session			Bachelor of Busine	ss (2786) (https://hbook.westernsydney.edu.	au/
MKTG 1006	Marketing Principles	10	archives/2021-2022/programs/bachelor-business/)		
MATH 1030	Statistics for Business	10	Bachelor of Business/Bachelor of Laws (2788) (https://		
	Credit Points	20		ney.edu.au/archives/2021-2022/programs/ba	chelor-
Year 2			business-bachelor-	,	
Autumn session				unication/Bachelor of Business (1819) (https	
BUSM 1008	Enterprise Leadership	10	hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor communication-bachelor-business/)		
MKTG 1011	Fundamentals of Marketing Analytics	10		• /	
	Credit Points	20	Bachelor of Engineering (Honours)/Bachelor of Busines (https://hbook.westernsydney.edu.au/archives/2021-2		
Spring session				ng-honours-bachelor-business/)	
BUSM 1010	Financing Enterprises	10	Bachelor of Inform	ation Systems Advanced/Bachelor of Busines	SS
Select one elective		10		ook.westernsydney.edu.au/archives/2021-202	22/
	Credit Points	20		r-information-systems-advanced-bachelor-	
Year 3			business/)		
Autumn session				ation Systems/Bachelor of Business (3744) (
BUSM 2040	The Service Enterprise	10		ney.edu.au/archives/2021-2022/programs/ba ns-bachelor-business/)	chelor
Select one elective	- -	10		ation and Communications Technology/	
	Credit Points	20		ss (3737) (https://hbook.westernsydney.edu.	au/
Spring session				2/programs/bachelor-information-communic	
MKTG 2010	Customer Experience Fundamentals	10	tachmala multachalamhusinasa A		
Select one elective	•	10		e/Bachelor of Business (4748) (https://	
	Credit Points	20		ney.edu.au/archives/2021-2022/programs/ba	chelor
Year 4			science-bachelor-b		
Autumn session				ss/Bachelor of Business (6037) (https://	
MKTG 2011	Customer Insights	10	-	ney.edu.au/archives/2021-2022/programs/dij	oma-
Select one elective	ouotomer maignto	10	business-bachelor-	Dusiness/)	
ociect one elective	Credit Points				
Omnimum a servici	Credit Points	20			
Spring session	Madadia and Silvida				
MKTG 3019	Marketing and Digital Communications	10			