

SALES AND MARKETING (MKTG)

MKTG 0001 Marketing Skills (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg0001/>) **Legacy Code:** 201035

This subject delivers an overview of the marketing process and how it works within the business environment. Students will learn the basic foundations of marketing so they have a general understanding of marketing concepts. Students who successfully pass this subject, will have achieved some of the required assessments needed to satisfy English entry requirements (IELTS 6.5) to postgraduate Business study at Western Sydney University.

Level: Undergraduate Level 0 Preparatory subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 1001 Advertising: An Introduction (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg1001/>) **Legacy Code:** 100706

In this unit students gain a grounding in the key areas of advertising and the steps in the advertising process, viz. research, strategy, creative (copywriting & art direction), production, account service, media planning and marketing communication. Students are also introduced to the issues surrounding advertising and its role in society.

Level: Undergraduate Level 1 subject

Equivalent Subjects: LGYA 0210 - Advertising and Society LGYA 0580- Introduction to Advertising MKTG 1002 - Advertising An Introduction (WSTC)

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 1002 Advertising: An Introduction (WSTC) (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg1002/>) **Legacy Code:** 700088

In this unit students gain a grounding in the key areas of advertising and the key steps in the advertising process, viz. research, strategy, creative (copywriting & art direction), media planning and marketing communication. Students are also introduced to the issues surrounding advertising and its role in society.

Level: Undergraduate Level 1 subject

Co-requisite(s): Students enrolled in the combined DiplomaBachelor courses listed below must pass all College Preparatory units listed in the course structure before progressing to the Year 2 units

Equivalent Subjects: MKTG 1001 - Advertising An Introduction

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 1003 Consumer Behaviour (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg1003/>) **Legacy Code:** 200084

From 2022 this subject replaced by MKTG 2010 Customer Experience Fundamentals. A focus on the consumer is critical in marketing philosophy. Effective marketing strategies are necessarily formulated as a result of the understanding of basic consumer behaviour. The aim of the unit Consumer Behaviour is to introduce students to consumer behaviour as a critical component in marketing philosophy, and fundamental to the development of effective marketing strategies. This unit applies concepts, theories and models derived from disciplines such as sociology, anthropology, psychology, economics, and mass communications theory to a consumer context. Students will learn to apply such concepts, theories and models through a range of individual and collaborative means using a blended learning design that draws on current and future consumer trends in various marketplaces.

Level: Undergraduate Level 1 subject

Equivalent Subjects: LGYA 9902 - Consumer Behaviour LGYC 0177 - Buyer Behaviour MKTG 1004 Consumer Behaviour

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 1006 Marketing Principles (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg1006/>) **Legacy Code:** 200083

Marketing Principles is an introductory marketing course that delivers an overview of the marketing process and how it works within the field of business. This unit examines how organisations use marketing decisions to satisfy customer needs and deliver value, with a focus on the impact of digital technology. Areas of study include market segmentation and positioning; product decisions and branding; customer decision processes, omnichannel marketing; digital marketing communications; pricing strategies; and customer insights. The unit provides a foundation for those students in the marketing major; however, it also provides a broad overview for those who seek a general understanding of marketing practice and theory.

Level: Undergraduate Level 1 subject

Equivalent Subjects: MKTG 1008 - Marketing Principles (UWSC) MKTG 1007 - Marketing Principles (Creative Industries)

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 1008 Marketing Principles (WSTC) (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg1008/>) **Legacy Code:** 700001

Marketing Principles is an introductory marketing unit that delivers an overview of the marketing process and how it works within the field of business. This unit examines how organisations use marketing decisions to satisfy customer needs and deliver value. Areas of study include market segmentation and positioning; market planning; product decisions and new product development; branding; customer decision processes, channels of distribution; promotion and advertising; pricing strategies; and customer information management. The unit provides a foundation for those students in the marketing major; however it also provides a broad overview for those who seek a general understanding of the topic.

Level: Undergraduate Level 1 subject

Equivalent Subjects: MKTG 1006 - Marketing Principles MKTG 1007 - Marketing Principles (Creative Industries)

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 1009 Public Relations Theory and Practice (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg1009/>) **Legacy Code:** 100212

This unit introduces the student to the theory and research that serves as the foundation of the practice of public relations. The unit surveys the history of the discipline, the theories on which the discipline is based, and current models of practice. The unit focuses on understanding how to research and analyse the opinions of organisational publics in order to develop mutually beneficial relationships with those publics. The contemporary practice of public relations requires an understanding of a broad range of social science theory and research and the ability to incorporate that knowledge in the solution of public relations problems.

Level: Undergraduate Level 1 subject

Equivalent Subjects: LGYB 0099 - Public Relations Theory and Practice MKTG 1010 - Public Relations Theory and Practice (WSTC)

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 1010 Public Relations Theory and Practice (WSTC) (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg1010/>) **Legacy Code:** 700090

This unit introduces the student to the theory and research that serves as the foundation of the practice of public relations. The unit surveys the history of the discipline, the theories on which the discipline is based, and current models of practice. The unit focuses on understanding how to research and analyse the opinions of organisational publics in order to develop mutually beneficial relationships with those publics. The contemporary practice of public relations requires an understanding of a broad range of social science theory and research and the ability to incorporate that knowledge in the solution of public relations problems.

Level: Undergraduate Level 1 subject

Co-requisite(s): Students enrolled in the combined Diploma/Bachelor courses listed below must pass all College Preparatory units listed in the course structure before progressing to the Year Two units

Equivalent Subjects: MKTG 1009 - Public Relations Theory and Practice

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 1011 Fundamentals of Marketing Analytics (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg1011/>) **Legacy Code:** 201085

The unit introduces students to the core concepts associated with business analytics in general, and marketing analytics in particular. The unit aims to provide students foundational knowledge of the range of marketing problems for which business analytics can facilitate solutions. In doing so, the unit focuses on developing an understanding of the nature and tools of analytics as they may apply to key elements of marketing strategy frameworks from a largely non-mathematical/non-statistical perspective.

Level: Undergraduate Level 1 subject

Co-requisite(s): MKTG 1006

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 1012 Fundamentals of Marketing Analytics (WSTC) (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg1012/>) **Legacy Code:** 700331

The unit introduces students to the core concepts associated with business analytics in general, and marketing analytics in particular. The unit aims to provide students foundational knowledge of the range of marketing problems for which business analytics can facilitate solutions. In doing so, the unit focuses on developing an understanding of the nature and tools of analytics as they may apply to key elements of marketing strategy frameworks from a largely non-mathematical/non-statistical perspective.

Level: Undergraduate Level 1 subject

Pre-requisite(s): Students enrolled in 7102 Diploma in Business Extended must pass 40 credit points from the preparatory units listed in the course structure prior to enrolling in this University level unit

Co-requisite(s): MKTG 1008

Equivalent Subjects: MKTG 1011 Fundamentals of Marketing Analytics

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 2001 Advertising: Creative (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg2001/>) **Legacy Code:** 100552

This is a practice-oriented unit designed to teach students how to conceive and produce original and effective advertising to meet strategic goals. From interpretation of a brief, to creating and evaluating concepts, and presenting campaigns, the course aims to mirror real processes within the advertising industry.

Level: Undergraduate Level 2 subject

Pre-requisite(s): MKTG 1001

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 2002 Incubator 1: Innovation and Creativity for Entrepreneurship (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg2002/>) **Legacy Code:** 301165

From time to time we hear stories about successful multi-million (or billion) dollar companies that started in a suburban garage. Is it that simple? The heart of the success of entrepreneurship is innovation and creativity. This unit explores the ways innovative ideas for a product or service can be turned into a successful start-up business. As such, this unit will cover topics including, but not limited to: factors essential for being able to initiate a creative idea, what is innovation, stages of developing a conceptual idea. The unit will be delivered through a number of modules. As an integral part of the unit, students are expected to engage and work in "start-up co-working space" on a regular basis. At the successful completion of this unit, students would have some possible start-up options that could be further explored into creating that multi-million (or billion) dollar company.

Level: Undergraduate Level 2 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 2003 Incubator 3: Product Development (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg2003/>) **Legacy Code:** 301168

A creative spark or innovative idea is not enough to succeed as a start-up organisation. A new idea behind a product or a service needs to be first verified to understand the business opportunities out there. Then the identified opportunities need to be adjusted to formalise in a business concept. This unit aims to guide students through that process of converting the creative or innovative idea into the development of a product or service as a sound business concept. This objective is driven through teams of students advancing with their practical projects and along the way learning about a number of theoretical topics such as: prototyping, user testing, etc. The unit will be delivered through a number of modules. As a vital part of the unit, students are expected to engage and work in "start-up co-working space" on a regular basis. At the successful completion of this unit, students would have converted the innovative idea into a business product or service.

Level: Undergraduate Level 2 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 2004 International Marketing Research (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg2004/>) **Legacy Code:** 200374

This unit aims to provide students with tools to undertake and critically evaluate simple international marketing research projects. It covers basic marketing research concepts and statistical techniques with emphasis on the impact of the international environment in conducting both primary and secondary data research.

Level: Undergraduate Level 2 subject

Pre-requisite(s): MATH 1030 AND
MKTG 1006 AND
BUSM 1015

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 2005 Issues, Risk and Crisis Communication (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg2005/>) **Legacy Code:** 102064

This unit explores the principles and practice of issues management in order to avoid crises, manage when one arises, and seek opportunities to learn and benefit from a crisis where possible, using effective communication. It investigates the development of crisis management plans, and the testing and implementing of these plans. Dealing with the media and pressure groups is covered, along with training a crisis communication team and organising a response to a crisis situation.

Level: Undergraduate Level 2 subject

Pre-requisite(s): MKTG 1009

Equivalent Subjects: LGYA 1068 - Issues in Corporate Public Relations

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 2006 Marketing Communications (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg2006/>) **Legacy Code:** 200086

From 2022 this subject replaced by MKTG 3019 Marketing and Digital Communications. Developing and managing an effective integrated marketing communications (IMC) program is a vital part of successful marketing. Moreover, IMC is a highly visible and demanding aspect of marketing communication effort at brand level. This unit, grounded in marketing principles, provides students with an understanding of IMC, the marketing communication process, and coordinating major elements of the marketing communications mix - advertising, digital marketing, sales promotions, personal selling, sponsorship marketing, public relations, direct marketing.

Level: Undergraduate Level 2 subject

Pre-requisite(s): MKTG 1006

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 2007 Marketing Research (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg2007/>) **Legacy Code:** 200592

From 2022 this subject replaced by MKTG 2011 Customer Insights. Marketing Research provides a comprehensive appreciation of the methods, uses and limitations of contemporary marketing research. The emphasis is on a conceptual understanding of research method. Students gain exposure to concepts such as research design, information collection, data processing and analysis, and results communication involving qualitative and quantitative techniques.

Level: Undergraduate Level 2 subject

Pre-requisite(s): MATH 1030 AND
MKTG 1006

Equivalent Subjects: LGYA 4334 - Fundamentals of Marketing Research

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 2008 Principles of E-Marketing (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg2008/>) **Legacy Code:** 200233

This subject introduces students to emerging electronic business environments and their implications for the marketing manager. There will be emphasis on how organisations may rethink the ways in which they build relationships directly with customers. Using the Internet as an template for emerging new businesses, students will be introduced to electronic business models, concepts and tools. Students will explore at an introductory level legal, social and organisational issues related to the development of virtual communities and corporations within emerging electronic environments.

Level: Undergraduate Level 2 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 2010 Customer Experience Fundamentals (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg2010/>) **Legacy Code:** 201082

Customer experiences occur when there is interaction between a company and their customers. Increasing digitisation of this interface has resulted in a shift of buyer expectations where communication is no longer a one-way process. The result being that this exchange comprises of the customer journey where internal factors such as attitudes, learning and emotions combined with external factors such as culture, social communities, and global networks influence decisions. This unit introduces the complexity of technology driven relationships where customers become co-creators of their own personalized experiences and how companies can be part of this. Students will learn the importance of creating positive customer experiences and how this adds value to organisation strategy.

Level: Undergraduate Level 2 subject

Equivalent Subjects: MKTG 1003 - Consumer Behaviour

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 2011 Customer Insights (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg2011/>) **Legacy Code:** 201084

Digital technologies are generating large volumes of information (data) about customers and markets. The key is determining how to organise and analyse this data to generate useful insights about customers for marketing decisions. The focus of this unit is on data analysis and reasoning to better understand the culture of insight-driven businesses. Students will examine different sources of information and the processes needed to ensure the generation of quality output. Activities around data visualization, and the role of social media platforms which support this, will prepare students for their future business careers.

Level: Undergraduate Level 2 subject

Pre-requisite(s): MATH 1030

Equivalent Subjects: MKTG 2007 - Marketing Research BUSM 3064 - Service Industry Analytics LGYA 4334 - Fundamentals of Marketing Research

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3001 Brand and Product Management (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3001/>) **Legacy Code:** 200088

From 2022 this subject replaced by MKTG 3021 Strategic Brand Management. Brand and Product Management focuses on the role brands and products play in the planning and execution of marketing strategies. Aspects of brand and product management include the building, implementation and maintenance of brands within a range of different contexts are covered in this unit. Students will develop a critical view of the inherent challenges firms encounter in creating and maintaining brands from a marketing perspective. This unit uses workshop sessions and online activities to create an interactive learning environment and bring the content to life.

Level: Undergraduate Level 3 subject

Pre-requisite(s): MKTG 1006

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3002 Business to Business Marketing (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3002/>) **Legacy Code:** 200091

From 2022 this subject replaced by MKTG 3020 Omnichannel Marketing. Unlike consumer marketing where an individual makes decisions based on their own needs or those of their household, business-to-business (B2B) marketing involves individuals or companies promoting and selling products and/or services to other companies. This unit encompasses all these aspects of B2B marketing including organisational buying behaviour, B2B market research, management of the marketing mix from a B2B perspective, relationship and network marketing, supply chain management and Customer Relationship Management (CRM) strategies, and business marketing strategy.

Level: Undergraduate Level 3 subject

Pre-requisite(s): MKTG 1006

Equivalent Subjects: LGYC 0203 - Business-to-Business Marketing LGYA 9904 - Business-to-Business Marketing

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3003 Commercial Property Management (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3003/>) **Legacy Code:** 200600

This unit examines the operation of commercial property management as a discrete professional discipline of the property industry. Students examine the fundamental principles of the day-to-day management of the various classes of mainstream commercial investment property. In this unit, students acquire an understanding of the various roles, duties, obligations and legal liabilities of the Commercial Property Manager. Various legislative and statutory provisions are explored, as well as the inter-relationship of commercial property management with the professional disciplines of asset management, investment management and portfolio management, and other sectors of the property industry. Students also gain an understanding of contemporary commercial leasing practice and the relationships which operate between the building owner, the building manager, and commercial tenants, including the interests and objectives of all concerned parties.

Level: Undergraduate Level 3 subject

Equivalent Subjects: LGYC 0055 - Commercial Property Management

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3004 Export Strategy and Applications (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3004/>) **Legacy Code:** 200589

Australia's export opportunities have yet to be fully realised. In other words, of all the firms that could be considered as having an export potential, only a very small percentage of them actually do (export). This unit teaches students about the management perspectives and the operational requirements needed for a successful export initiative. Specific topics include strategic intent, capability assessment, information gathering, export entry models evaluation, market mix factors, risk management, export finance, logistics and sales management. The overriding aim of the unit is to enable students to be confident in working in an international business environment and to seek out and undertake management and operational tasks necessary to the global development of the firm.

Level: Undergraduate Level 3 subject

Pre-requisite(s): BUSM 1015

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3005 Incubator 6: Funding and Start-up (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3005/>) **Legacy Code:** 301171

This unit investigates various funding opportunities that might be suitable for your business concept through a number of theoretical topics, such as: possible funding sources including venture capitalists and angel investors, joint venture funding, pitching your ideas. The unit is structured into a number of modules. Further, as activities associated with this unit, students would have to actively seek and secure funding for the start-up.

Level: Undergraduate Level 3 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3006 Incubator 7: Growth and Exit Strategies (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3006/>) **Legacy Code:** 301172

This unit will assist students with selecting the further growth strategy, which includes deciding whether their business would grow organically or will require a fast growth model and rapid expansion strategies. The growth strategy will determine further funding decisions. Apart from this, as entrepreneurs, the students would need to also consider possible exit strategies (e.g. initial public offering (IPO), trade sales or personal redundancies). This objective is driven through a number of topics such as: elements of market research and strategies for business growth, risk management, possible exit strategies, etc. The unit will be delivered through a number of modules. As a tangible outcome, at the completion of this unit, students would have developed a future growth plan with an identification of possible exit strategies.

NOTE: This unit is offered at the Werrington Campus "Launch Pad".

Level: Undergraduate Level 3 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3007 International Marketing (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3007/>) **Legacy Code:** 200094

Marketing internationally has become a necessity for many firms that wish to survive and grow in today's dynamic and increasingly linked world economy. International Marketing is concerned with understanding and successfully managing the different international economic, cultural, political and legal environments as they affect the marketing activities of companies. International Marketing examines the role of marketing research, international finance, overseas market entry and expansion strategies and the marketing mix in international markets. On completion of this unit students will have acquired a sound theoretical basis and, particularly, a practical understanding of how companies operate in international markets.

Level: Undergraduate Level 3 subject

Pre-requisite(s): MKTG 1006 OR
BUSM 1015

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3009 Marketing Planning Project (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3009/>) **Legacy Code:** 200096

Marketing planning project (MPP) assimilates and builds on the wide range of marketing units that students have previously completed. MPP assimilates students' specialist knowledge developed in other units through the use of a 'real-life' case context in which students demonstrate their mastery of marketing in the development and presentation of a professional marketing plan.

Level: Undergraduate Level 3 subject

Pre-requisite(s): MKTG 1006

Equivalent Subjects: LGYA 9911 - Marketing Project LGYC 0196 - Marketing Planning Project

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3010 Marketing and Society (20 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3010/>) **Legacy Code:** 200888

This online marketing unit is made up of three key themes. In Social Marketing students examine the nature of social marketing and how the adoption of marketing concepts, frameworks and techniques developed for commercial marketers can be applied to the solution of social problems. Ethics and Marketing considers why ethical conflict occurs in marketing and explores a range of ethical issues that can occur when applying the theory and practice of marketing. In Responsible Business Marketing students will be introduced to the idea that commercial marketing practices can take into account business responsibilities towards society and the environment.

Level: Undergraduate Level 3 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3011 Marketing of Services (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3011/>) **Legacy Code:** 200090

Given the service-based nature of modern economies, business graduates will either work for firms whose central offering is service or be employed by organisations that use service as an integral supporting element in what they do and what they offer. Therefore, increasingly, knowledge and skills in the field of marketing of services are required by personnel operating across various industries and in a range of roles. The unit aims to: expose students to relevant theory and practice in the field of services marketing; develop participants into more complete marketers capable of operating in service marketing environments.

Level: Undergraduate Level 3 subject

Pre-requisite(s): MKTG 1006

Equivalent Subjects: BUSM 2040 - The Service Enterprise

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3013 Property Development 2 (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3013/>) **Legacy Code:** 200748

This unit builds upon previous preliminary studies in the professional discipline of Property Development within the Bachelor of Business (Property) degree and is designed to provide a more in-depth and advanced educational exposure to the wide range of essential inherent functions, core activities, contemporary issues and associated considerations relevant to Property Development, in the context of both theory and practice.

Level: Undergraduate Level 3 subject

Equivalent Subjects: LGYA 4693 - Property Development 2

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3014 Property Development Process (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3014/>) **Legacy Code:** 200874

In this unit, students critically evaluate the property development process, from the initial development concept through to the end-use of completed development projects. Consideration is given to the implications of the property development process and development decisions from the viewpoints of developers, end users, financiers, public authorities and the community. Students acquire a theoretical understanding of the property development process, development appraisal techniques including financial and feasibility aspects, as well as an understanding of how to apply these techniques to a property scenario. Planning issues are also critically examined.

Level: Undergraduate Level 3 subject

Equivalent Subjects: LGYB 7468 Property Development MKTG 3012 Property Development

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3016 Strategic Marketing Management (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3016/>) **Legacy Code:** 200087

Customer-centric marketing strategies are vital to capturing competitive advantage and sustaining business success. This unit explores the core concepts and tools of contemporary strategic marketing management. The unit focuses on the skills and framework to develop and manage an integrated marketing strategy that creates value for customers and generates growth for the firm in both online and offline environments. Using a marketing simulation, the unit provides the students the opportunity to make a series of complex, real-world marketing decisions in a competitive environment.

Level: Undergraduate Level 3 subject

Pre-requisite(s): MKTG 1006

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3017 The Markets of Asia (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3017/>) **Legacy Code:** 200098

Markets of Asia focuses on internationalisation and global competitiveness of organisations in the Asian region. The unit also encourages an appreciation of cultural diversity, and develops students' knowledge and skills so that upon completion of this unit, they will understand the relevant business practices needed to be responsive to enterprise opportunities and threats within this global community.

Level: Undergraduate Level 3 subject

Pre-requisite(s): BUSM 1006

Equivalent Subjects: LGYA 9922 - Regional Market Study (Asia)

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3018 Public Relations: Campaigns (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3018/>) **Legacy Code:** 102729

In this capstone unit students will learn to professionalise key aspects of the public relations management process. The unit links and applies theoretical understanding with writing, planning and presentation skills in response to a client brief. The 'real-world' situation allows students to demonstrate their capacity for problem analysis and to develop appropriate and timely program solutions. Students are required to work within a limited budget and to realistic industry timelines to produce a public relations campaign for their portfolios. Assessment tasks enable students to demonstrate emerging professional capacity to develop a campaign and prepare for a public relations position, either in an in-house or consultancy role.

Level: Undergraduate Level 3 subject

Pre-requisite(s): COMM 2011 AND COMM 2015

Equivalent Subjects: COMM 3029 - Public Relations Campaigns COMM 3007 - Communication Campaigns

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3019 Marketing and Digital Communications (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3019/>) **Legacy Code:** 201086

The evolving role of digital technologies and digital media has changed how marketers effectively manage a communication campaign in the digital age. This unit offers insights into marketing communication strategies that can effectively reach tech savvy audiences. The principles taught in this unit will provide a strong understanding of the communication process and help utilise the marketing communications mix (advertising, sales promotions, personal selling, sponsorship marketing, public relations, and direct marketing) more effectively. Students completing this unit will be able to build and manage marketing and digital communication campaigns.

Level: Undergraduate Level 3 subject

Pre-requisite(s): MKTG 1006

Equivalent Subjects: MKTG 2006 - Marketing Communications

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3020 Omnichannel Marketing (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3020/>) **Legacy Code:** 201087

Technology advances are changing customer value requirements. As a result, customers expect an efficient, insightful and tailored service which requires personalised selling processes through high performance technology and customer-centred business models. Multiple touchpoints and digitally driven processes are created to reach them in the right place at the right time. Omnichannel marketing is now central to business transactions. This unit provides students with an understanding of the dynamics and complexities in creating value across various touchpoints in the business to business space. It considers the need to develop an enterprise-wide digital strategy and align technology, organizational structure and processes to develop an omnichannel approach to provide consistent and seamless engagement with buyers.

Level: Undergraduate Level 3 subject

Pre-requisite(s): MKTG 1006

Equivalent Subjects: MKTG 3002 - Business to Business Marketing

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 3021 Strategic Brand Management (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg3021/>) **Legacy Code:** 201083

Consumers' brand interaction in the marketplace is shaped by a digital and technology driven marketing environment. Innovative and interactive branding strategies have become the key to a successful marketing strategy. Students learn to strategically create, develop, innovate, position and protect branding in an ever-changing environment to establish a sustainable competitive advantage. Through these industry-related activities, students create a business driven portfolio, which can be presented to potential employers. This unit uses workshop sessions and online activities to create an interactive learning environment and bring the content to life.

Level: Undergraduate Level 3 subject

Pre-requisite(s): MKTG 1006

Equivalent Subjects: MKTG 3001 - Brand and Product Management

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7001 Applied Channel Systems (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7001/>) **Legacy Code:** 200733

This unit introduces students to various channel structures and their differing supply and distribution patterns; especially contemporary channel structures (Retail, eMarkets, etc.) will be addressed. Topics include value chain strategy and management, negotiation as well as the dealing with power and other relationship atmosphere elements.

Level: Postgraduate Coursework Level 7 subject

Equivalent Subjects: LGYA 8745 - Business Marketing Strategy

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7007 Corporate Asset and Property Management (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7007/>) **Legacy Code:** 201015

The unit focuses on the role and functions of corporate asset management as a strategic goal of a corporation. Students examine business structure and how corporate asset management fits into an organisation, and assess the operation of commercial property management and the various roles, duties, obligations and legal liabilities of a Commercial Property Manager. Various legislative and statutory provisions are explored, as well as the inter-relationship of commercial property management with the professional disciplines of asset management, investment management, portfolio management and other sectors of the property industry.

Level: Postgraduate Coursework Level 7 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7008 Creating Markets (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7008/>) **Legacy Code:** 200732

Understanding markets is central to the effective management of the marketing system. This unit is designed to provide a framework for exploring well-established, current, and emerging topics in consumer and organisational buyer behaviour. An applied approach is used to explore how buyers (from different organisational, social and culturally diverse backgrounds) behave and how strategic marketing efforts can be adapted to create value in different markets.

Level: Postgraduate Coursework Level 7 subject

Equivalent Subjects: LGYA 8734 - Buyer Behaviour

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7009 Customer Relationship Marketing (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7009/>) **Legacy Code:** 200736

This is a hands-on unit introducing students to the concept and application of customer relationship marketing. It will present an understanding of relationship management principles as well as an overview and analysis of the various techniques available to companies. This unit will examine CRM in the context of different industries and examine the impact that CRM can have on firm performance. The key is to develop an understanding of customer and consumer needs and aspirations to create effective and long-term relationship strategies. There will be an emphasis on consumer loyalty programs and value-added services. It will also examine how CRM can fit into the overall strategy of the firm.

Level: Postgraduate Coursework Level 7 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7010 Customer Value Management (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7010/>) **Legacy Code:** 200791

In an economy where products, marketing campaigns and management practises are ever changing, business executives are increasingly recognising that understanding the value of their customers is vital to the survival of the business. Loyal customers are what every organisation seeks. However, increasingly complex supply/demand relationships also result in 'promiscuity' among customers. Therefore, it is crucial that managers have the skills to not only strive for excellence and consistency in product-centric perspectives, but also foster and strengthen those that are customer-centric. This unit fundamentally examines the opportunities and challenges in: a) identifying customers, b) adding value to supplier/consumer relationships, including tools that firms/organisations can use to provide value for customers while ensuring profitability over the entire life of the relationship.

Level: Postgraduate Coursework Level 7 subject

Incompatible Subjects: MKTG 7009 - Customer Relationship Marketing

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7011 Feasibility Modelling (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7011/>) **Legacy Code:** 201014

This unit emphasises the evaluation of a site for the purposes of selecting development projects, evaluating different options and making the decision as to whether to proceed to a more detailed feasibility study and modelling. The unit provides students with the knowledge and skills to prepare a full feasibility report and analysis of a project's concept and financial modelling. Students will apply theories and concepts to a case study using current and available applications.

Level: Postgraduate Coursework Level 7 subject

Equivalent Subjects: MKTG 7022 - Property Feasibility Study LGYB 7483 - Feasibility Study

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7014 International Property Finance (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7014/>) **Legacy Code:** 201012

This unit develops students' knowledge of finance with particular reference to the property industry. The theories on financial capital markets and market efficiencies are presented with an emphasis on property investment methods, financial leverage, and bankruptcy. The unit also explores various sources of financing and techniques to aid funding decision-making. Students examine recent and emerging developments in the international property investment and financing arena, as well as sustainable investment and financing strategies.

Level: Postgraduate Coursework Level 7 subject

Equivalent Subjects: ACCT 7020 - Property Finance and Taxation LGYC 0016 - Property Finance and Taxation

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7015 Investment Property Valuation (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7015/>) **Legacy Code:** 201011

This unit focuses on the theory and practice of valuing income-producing properties, specifically retail, office and industrial properties. Students will learn to critically evaluate the various factors affecting the valuation. The content covered in this unit provides a foundation for further study in property valuation.

Level: Postgraduate Coursework Level 7 subject

Pre-requisite(s): MKTG 7028

Equivalent Subjects: FINC 7018 - Property Valuation LGYA 4889 - Income Property Appraisal LGYC 1571 - Income Property Appraisal

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7016 Marketing Innovation (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7016/>) **Legacy Code:** 200738

This unit builds on previous coursework in marketing by developing analytical skills that address the development of strategic brands and products. It stresses customer, competitor and environmental analysis, and analysis of market segmentation and product positioning. A continual focus is made on creative and critical thinking, commercial innovation and entrepreneurship.

Level: Postgraduate Coursework Level 7 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7017 Marketing Management (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7017/>) **Legacy Code:** 200786

Marketing Management is designed to provide an introduction to the key concepts, principles and practices that constitute the Marketing discipline. Marketing as a business philosophy that underpins the activities of the firm is a key focus. Areas covered include: the marketing process and marketing implementation; marketing and strategic planning, including return on marketing investment (ROMI); the marketing environment; marketing research and marketing information systems; consumer and business buying behaviour; market segmentation of consumer and business markets; product development and product management; brand management; pricing strategy; communication strategy; competitive marketing strategy; marketing implementation.

Level: Postgraduate Coursework Level 7 subject

Equivalent Subjects: MKTG 7018 - Marketing Management LGYC 1535 - Strategic Marketing

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7019 Marketing Systems (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7019/>) **Legacy Code:** 200737

This unit studies the marketing process from a holistic viewpoint, considering the intersection of the economy, the government, and the community. This perspective will help students to analyse and understand the interrelated and interdependent parts that comprise a marketing system. Specifically, this unit examines: consumer behaviour, market regulation, social responsibility and sustainability. Students will learn to consider the marketing process and its consequences at both an aggregate and micro level. This unit exposes students to the systematic and analytical approaches expected from them in postgraduate studies in marketing.

Level: Postgraduate Coursework Level 7 subject

Equivalent Subjects: LGYA 8733 - Marketing Management

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7022 Property Feasibility Study (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7022/>) **Legacy Code:** 200893

In 2019 this unit is replaced by 201014 Feasibility Modelling. This unit emphasises the evaluation and development of feasibility studies for the purposes of selecting development projects, evaluating different options and making the decision as to whether to proceed to a more detailed feasibility study. The unit provides students with the knowledge and skills to prepare a full feasibility report and analysis of a project's concept and financial feasibility. This is achieved through the application of theories and concepts to a case study. Students will have access to applications being used in the industry to complete a feasibility report. Additionally, students will develop skills to carry out both scenario and sensitivity testing on the outcomes of the proposed development project.

Level: Postgraduate Coursework Level 7 subject

Equivalent Subjects: LGYB 7483 - Feasibility Studies

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7023 Property Investment and Risk Management (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7023/>) **Legacy Code:** 201010

This unit discusses investment and risk management in the contemporary property context (both local and international). It explores the unique features of income-producing property and examines the performance of such properties, through the application of a variety of investment techniques. The significance of green property investment is also highlighted. Students will perform risk analysis techniques for income-producing properties and portfolios.

Level: Postgraduate Coursework Level 7 subject

Equivalent Subjects: FINC 7017 - Property Investment Analysis LGYB 6499 - Property Investment Analysis (V2)

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7024 Property Portfolio Analysis (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7024/>) **Legacy Code:** 200891

This unit examines the role of property in an investment portfolio, with particular attention given to property portfolio performance analysis, property investment vehicles and property investment strategy. The performance analysis of both direct and indirect property is also examined to assess the strategic contribution of property to an investment portfolio.

Level: Postgraduate Coursework Level 7 subject

Equivalent Subjects: LGYB 6498 - Property Portfolio Analysis

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7026 Statutory Valuation and Property Law (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7026/>) **Legacy Code:** 201016

This unit covers valuation codes laid down by statute and their application in compulsory acquisition and resumption of property. It also includes compensation valuation for compulsory acquisition, professional negligence, litigation, evidence, and alternative dispute resolution. Students will develop an understanding of professional liability and responsibility, and prepare for role as an expert witness.

Level: Postgraduate Coursework Level 7 subject

Pre-requisite(s): MKTG 7028 AND MKTG 7015

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7027 Strategic Marketing for Hospitality and Tourism (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7027/>) **Legacy Code:** 200840

Services marketing capabilities are essential for a career in hospitality. Marketing identifies customer needs, targets market segments, and designs products and communications to serve those customers. This unit examines service marketing in the hospitality context with particular focus on the accommodation sector. It considers the roles played by salespeople in packaging and joint branding marketing strategy for hospitality and tourism.

Level: Postgraduate Coursework Level 7 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7028 Strategic Property Market Analysis (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7028/>) **Legacy Code:** 201009

Students will develop an understanding of the property industry and its role in the investment context, as well as the collection and analysis of property data. Markets, institutional property portfolios, the role of Government policy, and the controls that affect development, residential valuation and application of economic theory to property development will also be studied.

Level: Postgraduate Coursework Level 7 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7029 Strategic Value Creation (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7029/>) **Legacy Code:** 200734

This unit focuses on a holistic approach to creating value through the brand building process and including integrated marketing communication strategies. The main objective of the unit is to address the value creation process and the central role that brands play as the mechanism for value creation and communication with interest groups (consumers, employees and other stakeholders). This unit will also cover corporate communications and new media as means of value creation strategies.

Level: Postgraduate Coursework Level 7 subject

Equivalent Subjects: LGYA 8737 - Promotion Management LGYA 4475 - Promotion and Advertising Overseas

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7030 Sustainable Property Development (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7030/>) **Legacy Code:** 201013

The unit focusses on the importance of Planning and its role in relation to the property development process. This unit provides a wide ranging study of the objectives, functions, roles and methods of operation of the development process, the financial aspects of development, social considerations, taxation aspects and planning matters.

Level: Postgraduate Coursework Level 7 subject

Equivalent Subjects: MKTG 7021 - Property Development LGYC 0023 - Property Development (V2)

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7032 Valuation of Special Premises (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7032/>) **Legacy Code:** 201017

The value of special premises constitutes an important segment of valuation practice in Australia. A number of special valuation considerations arise in valuation of this class of premises. However, the most compelling reason for studying the valuation of special premises is the fact that such properties provide an ideal vehicle whereby valuation principles and methods of valuation can be practiced and critically evaluated by students.

Level: Postgraduate Coursework Level 7 subject

Pre-requisite(s): MKTG 7028

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7033 Customer Experience (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7033/>) **Legacy Code:** 201022

Customer experiences occur when there is interaction between a company and their customers for the duration of their relationship. It comprises the customer journey, the consumer-brand 'touchpoints' and the environment in which these experiences happen. Increasing digitisation of the organisation-customer interface has resulted in a shift of buyer expectations where it is easier to compare market offerings and where communication is no longer a one way interaction. This unit considers the complexity of the technology driven relationship where customers become co-creators of their own personalized experiences and how companies can be part of this.

Level: Postgraduate Coursework Level 7 subject

Equivalent Subjects: MKTG 7004 - Buyer Behaviour

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7034 Digital Marketing (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7034/>) **Legacy Code:** 201026

In the last decade or so, marketing has moved from traditional practice to the digital realm where technology now drives many decisions in marketing strategy. It is now even more important that all types of organisations are able to deliver the right message, to the right people, at the right time. Digital marketing is often closely linked to the internet as the primary channel of contact and where success is measured via mobile and social media marketing. This unit will teach students the principles of digital marketing so they understand the key frameworks of digital marketing technology and are able to apply marketing strategies to target tech savvy consumers.

Level: Postgraduate Coursework Level 7 subject

Equivalent Subjects: BUSM 7089 - Strategic Marketing for Managers

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7035 Frontiers of Branding (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7035/>) **Legacy Code:** 201024

Technology has dramatically changed the way brands interact in the marketplace. Marketers are increasingly faced with the challenge of meeting the needs of sophisticated consumers who have multiple brands to choose from in a very competitive environment. This makes innovative branding strategies the key differentiating variable. This unit helps students understand the concept of branding and the utilization of brand assets by learning to strategically create, develop, innovate, position and protect the brand in an ever-changing environment in order to establish a sustainable competitive advantage.

Level: Postgraduate Coursework Level 7 subject

Equivalent Subjects: BUSM 7049 - Integrated Brand Management

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7036 MarketingMe (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7036/>) **Legacy Code:** 201021

This unit provides a unique opportunity for students to personalise their postgraduate degree and have a meaningful readily-built portfolio for future employers. It comprises a range of short learning modules designed to provide students with a selection of employment related skills such as career preparation, personal brand building, industry certification and how to use the latest technology pertinent to their field of study. Students will follow certain paths in order to travel through 150 hours of educational participation time, including a range of modules and their final portfolio. Students can pick and choose the relevant modules at any time during their course, thus allowing flexibility to manage their choices as they progress through the degree. Please note that students in the Master of Marketing, will automatically be given access to vUWS to complete their learning modules, without the need to formally enrol in this unit. However, in order to successfully complete this unit, students should enrol in it when in their final session of study. You will be required to gain approval from your Director of Academic Program to enrol in this unit by submitting an online eForm.

Level: Postgraduate Coursework Level 7 subject

Pre-requisite(s): Students must be in the program 2817 - Master of Marketing and have completed 40 credit points of study before enrolling in this subject

Permission required to enrol in this subject in the last session of study

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7037 Multichannel Marketing (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7037/>) **Legacy Code:** 201023

Today's customers have far greater control over the buying process than previously, be that in business or consumer markets. Multichannel marketing is about providing your customers with every opportunity to engage with your business across a variety of offline and online platforms. This unit looks at how the messages and media deployed by an organisation create and sustain demand as a means to build network relationships. As customer expectations rise and the influences of technology becomes more prevalent, students will learn about the importance of personalized campaigns that will resonate with each customer account.

Level: Postgraduate Coursework Level 7 subject

Equivalent Subjects: BUSM 7009 - Business Marketing

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 7038 Social Marketing (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg7038/>) **Legacy Code:** 201025

Social Marketing is the application of marketing concepts to the achievement of social ends. Usually this will involve changing attitudes and behaviours in a way that benefits both individuals and communities. This unit builds students' knowledge of how social marketing theory can be used to facilitate behaviour change and improve social outcomes within communities. It will include how to design, manage and evaluate social and behaviour change programs.

Level: Postgraduate Coursework Level 7 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

MKTG 9001 Higher Degree Research Thesis - Marketing and International Business (20 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/mktg9001/>) **Legacy Code:** 800045

Level: PhD and Research Masters Level 9 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject