

BUSM 7070 MASTERS PROJECT

Credit Points 10

Legacy Code 200280

Coordinator Felicitas Evangelista ([https://directory.westernsydney.edu.au/search/name/Felicitas Evangelista/](https://directory.westernsydney.edu.au/search/name/Felicitas%20Evangelista/))

Description Masters Project is an integrated capstone unit that brings together the skills and understanding marketing students have developed during their course of study. The unit encourages students to demonstrate their ability to solve problems in relation to current and future issues within a marketing context in contemporary business. The unit allows students to critically evaluate issues relevant to their topic and assess effective solutions. The topics are determined by discussions between the individual student, the unit coordinator and the student's chosen supervisor.

School Business

Discipline Business And Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects LGYA 8752 - Applied Marketing Planning
 LGYA 8767 - Masters Project in International Business
 LGYA 4472 - Business Project (International Marketing)

Restrictions

Students must be enrolled in a postgraduate Business program or 1850 Master of Education (Leadership and Management). Students enrolled in program 2698 Master of Business (Marketing) must have successfully completed 40 credit points in the program.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate an understanding of applied knowledge within the field of marketing;
2. Assess specific issues in-depth, and to critically evaluate the body of knowledge relevant to their marketing topic;
3. Apply knowledge and skills to produce a report with recommendations for improved professional marketing practice in a specific industry context.

Subject Content

- analyse and interpret data gathered from The Marketing environment, A client organisation, and other external sources in order to identify and refine A Marketing issue.
- apply Marketing strategies based on The results of analysis of data considering company objectives and resources as well as Trends in The Marketing environment.
- Contrast The impact of The dynamic and complex nature of marketplaces and Marketing strategies in uncertain environments.

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Proposal	1,500 words	30	N	Individual
Applied Project	3,000 words	70	N	Individual

Teaching Periods

Quarter 2

Parramatta City - Macquarie St

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7070_22-Q2_PC_D#subjects)

Quarter 4

Parramatta City - Macquarie St

Day

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