

MKTG 7036 MARKETINGME

Credit Points 10

Legacy Code 201021

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

Description 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.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

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

Students must be enrolled in 2817 Master of Marketing.

Learning Outcomes

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

1. Identify and critically analyse professional development needs related to employment and the future of work
2. Create a portfolio of learning achievements to showcase employability strengths

Subject Content

- external learning modules in business or other related fields
- industry learning modules that will be co-delivered with WSU
- WSU learning elements that are designed to add breadth and depth to students' knowledge and skill sets for future Employability
- industry certification relevant to The student's field of Study

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
Portfolio	3,000 words equivalency	S/U	N	Individual

Teaching Periods

Quarter 1

Online

Online

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7036_22-Q1_ON_O#subjects)

Quarter 2

Online

Online

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7036_22-Q2_ON_O#subjects)

Quarter 3

Online

Online

Subject Contact Daniela Spanjaard ([https://directory.westernsydney.edu.au/search/name/Daniela Spanjaard/](https://directory.westernsydney.edu.au/search/name/Daniela%20Spanjaard/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7036_22-Q3_ON_O#subjects)

Quarter 4

Online

Online

Subject Contact Daniela Spanjaard ([https://directory.westernsydney.edu.au/search/name/Daniela Spanjaard/](https://directory.westernsydney.edu.au/search/name/Daniela%20Spanjaard/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7036_22-Q4_ON_O#subjects)