

# MARKETING, MAJOR (0137)

Western Sydney University Major Code: 0137

Previous Code: SP2024.1

## Available to students in other Western Sydney University

**Programs:** Yes. Check that your program has the available credit points required to complete the subjects in this field of study. Any requisite requirements must also be met. Consult your Program Advisor for further advice.

This major is designed for an age of expanding communication networks, where marketing is increasingly seen as a highly skilled and complex profession. Whether designing or selling a product, communicating a government service, or raising awareness in the non-profit sector, marketing requires a broad understanding of its methodology, its tools, and broad communications and analysis skills.

## Location

Campus	Mode	Advice
Parramatta City	Internal	Dr Laurel Jackson ( <a href="https://directory.westernsydney.edu.au/search/email/L.Jackson@westernsydney.edu.au">https://directory.westernsydney.edu.au/search/email/L.Jackson@westernsydney.edu.au</a> )
Campus - Macquarie Street		

## Major Structure

Students must successfully complete 60 credit points as listed below.

Subject	Title	Credit Points
BUSM 7105	Business Analytics in Practice	10
MKTG 7033	Customer Experience	10
MKTG 7034	Digital Marketing	10
MKTG 7035	Frontiers of Branding	10
BUSM 7048	Innovation, Creativity and Foresight	10
MKTG 7037	Multichannel Marketing	10
<b>Total Credit Points</b>		<b>60</b>

## Related Programs

Master of Business Administration (2761) (<https://hbook.westernsydney.edu.au/archives/2022-2023/programs/master-business-administration/>)