MARKETING, TESTAMUR MAJOR (T044)

Western Sydney University Major Code: T044

Previous Code: MT2040.1

Available to students in other Western Sydney University programs?

Nο

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.

WSU Online Online

Program
Advice (https://

directory.westernsydney.edu.au/

search/email/

business.courses@westernsydne

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 Poi	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:

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Location			Gubject	Title	Points
Campus	Mode	Advice	BUSM 3006	Design Thinking for Creativity	10
Bankstown Campus	Internal	Program Advice (https:// directory.westernsydney.e search/email/ business.courses@wester	MKTG 3009	Marketing Planning Project	10
			MATH 1030	Statistics for Business	10
			^C BUSM 2040	The Service Enterprise	10
			rnsydney.edu.au)	ts	40
Bankstown City Campus (from 2023)	Internal	Program Advice (https://	nded Sequence		
		search/email/ business.courses@weste	Marketing require	the award of Bachelor of Business with a majo es the successful completion of 240 credit po nded sequence below.	
Campbelltown Campus	Internal	Program Advice (https://	rt-year intake		
		directory.westernsydney.e search/email/ business.courses@weste		Title	Credit Points
Parramatta City Campus-Macquarie Street	Internal	Program Advice (https:// directory.westernsydney.esearch/email/ business.courses@weste	Autumn session		
				Enterprise Innovation and Markets	10
			BUSM 1008	Enterprise Leadership	10
			rMKTG1296 au)	Marketing Principles	10
Sydney City Campus Vietnam Campus	Internal	Daniel Townsend (https:// directory.westernsydney.esearch/email/ d.townsend@city.western Program Advice (https:// directory.westernsydney.esearch/email/ business.courses@wester	MATH 1030	Statistics for Business	10
			dSpith/g session	Credit Points	40
			BUSM 1010	Financing Enterprises	10
			LAWS 1001	Enterprise Law	10
			MKTG 1011	Fundamentals of Marketing Analytics	10
			Seleot one electiv	ve	10
				Credit Points	40

V		
Year 2		
Autumn session	T. 0	10
BUSM 2040	The Service Enterprise	10
MKTG 2010	Customer Experience Fundamentals	10
MKTG 2011	Customer Insights	10
Select one elective		10
	Credit Points	40
Spring session		
MKTG 3019	Marketing and Digital Communications	10
MKTG 3021	Strategic Brand Management	10
Select two electives		20
	Credit Points	40
Year 3		
Autumn session		
BUSM 3006	Design Thinking for Creativity	10
MKTG 3016	Strategic Marketing Management	10
Select two electives		20
	Credit Points	40
Spring session		
MKTG 3020	Omnichannel Marketing	10
MKTG 3009	Marketing Planning Project (Enterprise	10
	Engaged Subject)	
Select two electives		20
	Credit Points	40
	Total Credit Points	240
Dart_tima ctart_	voor intolo	
	•	
	year intake Title	Credit
Course	•	Credit Points
Course Year 1	•	
Course Year 1 Autumn session	Title	Points
Course Year 1 Autumn session BUSM 1006	Title Enterprise Innovation and Markets	Points
Course Year 1 Autumn session BUSM 1006	Title Enterprise Innovation and Markets Enterprise Law	10 10
Course Year 1 Autumn session BUSM 1006 LAWS 1001	Title Enterprise Innovation and Markets	Points
Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session	Title Enterprise Innovation and Markets Enterprise Law Credit Points	10 10 20
Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006	Title Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles	10 10 20
Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006	Title Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business	10 10 20
Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030	Title Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles	10 10 20
Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2	Title Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business	10 10 20
Part-time start- Course Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2 Autumn session	Title Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business Credit Points	10 10 20 10 20 20 20
Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2 Autumn session BUSM 1008	Title Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business Credit Points Enterprise Leadership	100 100 200 100 100 100 100 100 100 100
Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2 Autumn session BUSM 1008	Title Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business Credit Points Enterprise Leadership Fundamentals of Marketing Analytics	Points 10 10 20 10 10 10 10 10 10 10
Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2 Autumn session BUSM 1008 MKTG 1011	Title Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business Credit Points Enterprise Leadership	100 100 200 100 100 100 100 100 100 100
Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2 Autumn session BUSM 1008 MKTG 1011	Title Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business Credit Points Enterprise Leadership Fundamentals of Marketing Analytics	Points 10 10 20 10 10 10 10 10 10 10
Course Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2 Autumn session BUSM 1008 MKTG 1011 Spring session BUSM 1010	Title Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business Credit Points Enterprise Leadership Fundamentals of Marketing Analytics	Points 10 10 20 10 10 10 10 10 10 10
Course Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2 Autumn session BUSM 1008 MKTG 1011 Spring session BUSM 1010	Title Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business Credit Points Enterprise Leadership Fundamentals of Marketing Analytics Credit Points	10 10 20 10 10 20 20 20
Course Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2 Autumn session BUSM 1008 MKTG 1011 Spring session BUSM 1010	Title Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business Credit Points Enterprise Leadership Fundamentals of Marketing Analytics Credit Points	Points 10 10 20 10 10 20 10 20 10 10 10 10 10 10 10 10
Course Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2 Autumn session BUSM 1008 MKTG 1011 Spring session BUSM 1010 Select one elective	Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business Credit Points Enterprise Leadership Fundamentals of Marketing Analytics Credit Points Financing Enterprises	Points 10 10 20 10 10 20 10 10 10 10
Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2 Autumn session BUSM 1008 MKTG 1011 Spring session BUSM 1008 MKTG 1011 Spring session BUSM 1010 Select one elective	Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business Credit Points Enterprise Leadership Fundamentals of Marketing Analytics Credit Points Financing Enterprises	Points 10 10 20 10 10 20 10 10 10 10
Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2 Autumn session BUSM 1008 MKTG 1011 Spring session BUSM 1010 Select one elective Year 3 Autumn session	Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business Credit Points Enterprise Leadership Fundamentals of Marketing Analytics Credit Points Financing Enterprises	Points 10 10 20 10 10 20 10 10 10 10
Course Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2 Autumn session BUSM 1008 MKTG 1011 Spring session BUSM 1010 Select one elective Year 3 Autumn session BUSM 2040	Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business Credit Points Enterprise Leadership Fundamentals of Marketing Analytics Credit Points Financing Enterprises Credit Points	Points 10 10 20 10 10 20 10 10 20 10 20 20 20
Course Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2 Autumn session BUSM 1008 MKTG 1011 Spring session BUSM 1010 Select one elective Year 3 Autumn session BUSM 2040	Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business Credit Points Enterprise Leadership Fundamentals of Marketing Analytics Credit Points Financing Enterprises Credit Points	Points 10 10 20 10 10 20 10 10 20 10 10 20 10 10 10 10 10 10 10 10 10 10 10 10 10
Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2 Autumn session BUSM 1008 MKTG 1011 Spring session BUSM 1010 Select one elective Year 3 Autumn session BUSM 2040 Select one elective	Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business Credit Points Enterprise Leadership Fundamentals of Marketing Analytics Credit Points Financing Enterprises Credit Points The Service Enterprise	Points 10 10 20 10 10 20 10 10 20 10 10 10 10 10 10 10 10 10 10 10 10 10
Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2 Autumn session BUSM 1008 MKTG 1011 Spring session BUSM 1010 Select one elective Year 3 Autumn session BUSM 2040 Select one elective	Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business Credit Points Enterprise Leadership Fundamentals of Marketing Analytics Credit Points Financing Enterprises Credit Points The Service Enterprise	Points 10 10 20 10 10 20 10 10 20 10 10 10 10 10 10 10 10 10 10 10 10 10
Year 1 Autumn session BUSM 1006 LAWS 1001 Spring session MKTG 1006 MATH 1030 Year 2	Enterprise Innovation and Markets Enterprise Law Credit Points Marketing Principles Statistics for Business Credit Points Enterprise Leadership Fundamentals of Marketing Analytics Credit Points Financing Enterprises Credit Points The Service Enterprise	Points 10 10 20 10 10 20 10 10 20 10 10 20 10 20 20

	Total Credit Points	240
	Credit Points	20
Select one elective		10
MKTG 3009	Marketing Planning Project (Enterprise Engaged Subject)	10
Spring session		
	Credit Points	20
MKTG 3016	Strategic Marketing Management	10
MKTG 3020	Omnichannel Marketing	10
Autumn session		
Year 6	orealt i offits	20
Select one elective	Credit Points	20
Select one elective	Design Hilliking for Greativity	10
Spring session BUSM 3006	Design Thinking for Creativity	10
Curium accaien	Credit Points	20
Select one elective	Credit Points	
MKTG 3021 Select one elective	Strategic Brand Management	10 10
Autumn session	Chustonia Duand Managamant	10
Year 5		
	Credit Points	20
Select one elective		10
MKTG 3019	Marketing and Digital Communications	10
Spring session		
	Credit Points	20
Select one elective		10
MKTG 2011	Customer Insights	10
Autumn session		
Year 4		

d Programs

lor of Arts/Bachelor of Business (1818) (https://

.westernsydney.edu.au/archives/2022-2023/programs/bachelorachelor-business/)

lor of Business (2786) (https://hbook.westernsydney.edu.au/ es/2022-2023/programs/bachelor-business/)

lor of Business/Bachelor of Laws (2788) (https://

.westernsydney.edu.au/archives/2022-2023/programs/bacheloress-bachelor-laws/)

lor of Communication/Bachelor of Business (1819) (https:// .westernsydney.edu.au/archives/2022-2023/programs/bachelorunication-bachelor-business/)

lor of Engineering (Honours)/Bachelor of Business (3728) //hbook.westernsydney.edu.au/archives/2022-2023/programs/ lor-engineering-honours-bachelor-business/)

lor of Information Systems Advanced/Bachelor of Business (https://hbook.westernsydney.edu.au/archives/2022-2023/ ms/bachelor-information-systems-advanced-bacheloress/)

lor of Information Systems/Bachelor of Business (3744) (https:// .westernsydney.edu.au/archives/2022-2023/programs/bacheloration-systems-bachelor-business/)

lor of Information and Communications Technology/ lor of Business (3737) (https://hbook.westernsydney.edu.au/ es/2022-2023/programs/bachelor-information-communicationsology-bachelor-business/)

lor of Science/Bachelor of Business (4748) (https:// hbook.westernsydney.edu.au/archives/2022-2023/programs/bachelorscience-bachelor-business/)

Diploma in Business/Bachelor of Business (6037) (https://hbook.westernsydney.edu.au/archives/2022-2023/programs/diplomabusiness-bachelor-business/)