MARKETING AND MARTECH, TESTAMUR MAJOR (T166)

Effective from: 2026
Western Sydney University Major Code: T166

Available to students in other Western Sydney University programs?
No

This Marketing and MarTech testamur major applies to students who commenced in 2026 or later.

Marketing plays a critical role in every organisation as a core function that enables organizations to strategically understand consumer needs in the new age of digitization, where technology has become a key channel of engagement between consumers and organisations. This major is designed to equip students with relevant, practical skills to develop contemporary marketing strategies supported by emerging marketing technologies suitable for the dynamic environment in which marketers engage consumers. Students will gain an in-depth understanding of topics at the forefront of contemporary marketing and marketing technology, such as customer experience, strategic marketing, marketing analytics, omnichannel, and digital marketing and technology. This major is accredited by the Australian Marketing Institute and satisfies the educational requirements for recognition as a Certified Practising Marketer and eligibility for student membership of the Australian Marketing Institute.

Location

Campus	Attendance	Mode	Advice
Bankstown City Campus		Internal	Program Advice (https://directory.westernsyd search/email/business.courses@westernsydney.edu.au)
Campbelltown Campus		Internal	Program Advice (https://directory.westernsydney.edu.au/ search/email/business.courses@westernsydney.edu.au)
Parramatta City Campus-Macquarie Street		Internal	Program Advice (https://directory.westernsydney.edu.au/ search/email/business.courses@westernsydney.edu.au)
Sydney City Campus*		Internal	Daniel Townsend (https://directory.westernsyd search/profile/16103/)
Vietnam Campus*		Internal	Program Advice (https://directory.westernsydney.edu.au/ search/email/business.courses@westernsydney.edu.au)
WSU Online*		Online	Program Advice (https://directory.westernsyd search/email/business.courses@westernsydney.edu.au)

* Curriculum delivered through an agreement with another party

Accreditation

The Bachelor of Business Marketing and MarTech major is accredited by the Australian Marketing Institute and satisfies the educational requirements for recognition as a Certified Practising Marketer and eligibility for student membership of the Australian Marketing Institute.

Inherent Requirements

There are inherent requirements for this major that you must meet in order to complete the major and graduate. Make sure you read and understand the requirements for this major online.

Inherent Requirements (http://www.uws.edu.au/ir/inherent_requirements/inherent_requirements_for_accounting_courses/)

Major Structure

Qualification for this major requires the successful completion of 80 credit points including the core subjects listed below.

Core Subjects

Subject	Title	Credit Points
MKTG 1011	Fundamentals of Marketing Analytics	10
MKTG 2010	Customer Experience Fundamentals	10
MKTG 2014	Customer Insights and Analytics	10
MKTG 3024	Applied Digital Marketing	10
MKTG 3026	Omnichannel and Marketing Technologies	10
MKTG 3016	Strategic Marketing Management	10
MKTG 3009	Marketing Planning Project	10
Select one of the following:		10
MKTG 3027	Marketing Innovation and Creativity	
MKTG 3007	International Marketing	
MKTG 3025	Integrated Brand Strategies	
Total Credit Points		**80**

Bachelor of Business Core

Students undertaking the Marketing and MarTech major take the following subjects to satisfy the core requirements of the Bachelor of Business program.

Subject	Title	Credit Points
BUSM 1050	People and Organisations	10
FINC 1005	Financial Foundations	10
MKTG 1014	Marketing in Action	10
ECON 1016	Evidence-Based Decision Making	10
BUSM 2050	Digital Transformation for Business	10
ECON 1017	The Future of Business	10
BUSM 1048	Professional Careers and Employability	10
BUSM 3084	Professional Business Experience	10
Total Credit Points		**80**

Recommended Sequence

Qualification for the award of Bachelor of Business with a major in Applied Finance and FinTech requires the successful completion of 240 credit points as per the recommended sequence below.

Full-time, Start-year Intake

Course	Title	Credit Points
Year 1		
Autumn session		
ECON 1017	The Future of Business	10
BUSM 1050	People and Organisations	10
FINC 1005	Financial Foundations	10
MKTG 1014	Marketing in Action	10
	Credit Points	**40**
Spring session		
ECON 1016	Evidence-Based Decision Making	10
BUSM 1048	Professional Careers and Employability	10
MKTG 1011	Fundamentals of Marketing Analytics	10
Select one elective		10
	Credit Points	**40**
Year 2		
Autumn session		
BUSM 2050	Digital Transformation for Business	10
MKTG 2014	Customer Insights and Analytics	10
MKTG 2010	Customer Experience Fundamentals	10
Select one elective		10
	Credit Points	**40**
Spring session		
MKTG 3016	Strategic Marketing Management	10
MKTG 3024	Applied Digital Marketing	10
Select two electives		20
	Credit Points	**40**
Year 3		
Autumn session		
BUSM 3084	Professional Business Experience	10
MKTG 3026	Omnichannel and Marketing Technologies	10
Select two electives		20
	Credit Points	**40**
Spring session		
MKTG 3009	Marketing Planning Project	10
Select one of the following:		10
MKTG 3007	International Marketing	
MKTG 3025	Integrated Brand Strategies	
MKTG 3027	Marketing Innovation and Creativity	
Select two electives		20
	Credit Points	**40**
	Total Credit Points	**240**

Part-time, Start-year Intake

Course	Title	Credit Points
Year 1		
Autumn session		
BUSM 1050	People and Organisations	10
ECON 1017	The Future of Business	10
	Credit Points	**20**
Spring session		
FINC 1005	Financial Foundations	10
MKTG 1014	Marketing in Action	10
	Credit Points	**20**

Course	Title	Credit Points
Year 2		
Autumn session		
ECON 1016	Evidence-Based Decision Making	10
BUSM 1048	Professional Careers and Employability	10
	Credit Points	**20**
Spring session		
MKTG 1011	Fundamentals of Marketing Analytics	10
Select one elective		10
	Credit Points	**20**
Year 3		
Autumn session		
BUSM 2050	Digital Transformation for Business	10
MKTG 2014	Customer Insights and Analytics	10
	Credit Points	**20**
Spring session		
MKTG 2010	Customer Experience Fundamentals	10
Select one elective		10
	Credit Points	**20**
Year 4		
Autumn session		
MKTG 3016	Strategic Marketing Management	10
Select one elective		10
	Credit Points	**20**
Spring session		
MKTG 3024	Applied Digital Marketing	10
Select one elective		10
	Credit Points	**20**
Year 5		
Autumn session		
BUSM 3084	Professional Business Experience	10
Select one elective		10
	Credit Points	**20**
Spring session		
MKTG 3026	Omnichannel and Marketing Technologies	10
Select one elective		10
	Credit Points	**20**
Year 6		
Autumn session		
Select one of the following:		10
MKTG 3007	International Marketing	
MKTG 3025	Integrated Brand Strategies	
MKTG 3027	Marketing Innovation and Creativity	
Select one elective		10
	Credit Points	**20**
Spring session		
MKTG 3009	Marketing Planning Project	10
Select one elective		10
	Credit Points	**20**
	Total Credit Points	**240**

Related Programs

Bachelor of Arts/Bachelor of Business (1818) (https://hbook.westernsydney.edu.au/programs/bachelor-arts-bachelor-business/)

Bachelor of Business (2786) (https://hbook.westernsydney.edu.au/programs/bachelor-business/)

Bachelor of Business/Bachelor of Laws (2788) (https://hbook.westernsydney.edu.au/programs/bachelor-business-bachelor-laws/)

Bachelor of Business/Bachelor of Laws (Honours) (2840) (https://hbook.westernsydney.edu.au/programs/bachelor-business--bachelor-laws-honours-/)

Bachelor of Engineering (Honours)/Bachelor of Business (3728) (https://hbook.westernsydney.edu.au/programs/bachelor-engineering-honours-bachelor-business/)

Bachelor of Information Systems Advanced/Bachelor of Business (3745) (https://hbook.westernsydney.edu.au/programs/bachelor-information-systems-advanced-bachelor-business/)

Bachelor of Information Systems/Bachelor of Business (3744) (https://hbook.westernsydney.edu.au/programs/bachelor-information-systems-bachelor-business/)

Bachelor of Information and Communications Technology/Bachelor of Business (3737) (https://hbook.westernsydney.edu.au/programs/bachelor-information-communications-technology-bachelor-business/)

Bachelor of International Studies/Bachelor of Business (1820) (https://hbook.westernsydney.edu.au/programs/bachelor-international-studies-bachelor-business/)

Bachelor of Science/Bachelor of Business (4748) (https://hbook.westernsydney.edu.au/programs/bachelor-science-bachelor-business/)