Credit

Points

10

MARKETING AND MARTECH, **TESTAMUR MAJOR (T166)**

Effective from: 2026

Western Sydney University Major Code: T166

Available to students in other Western Sydney University programs?

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.

Lacation

Location				MKTG 3016	Strategic Marketing Management	10
Campus	Attendance	Mode	Advice	MKTG 3009	Marketing Planning Project	10
Bankstown City		Internal	Program Advice (https:// directory.westernsycsearch/email/	Select one of the following: 10		
Campus				MKTG 3027	Marketing Innovation and Creativity	
				d MKTG 3007	International Marketing	
				MKTG 3025	Integrated Brand Strategies	
Campbelltown Campus		Internal	business.courses@ Program Advice (https://			80
pu			directory.westernsy	Students underta following subject westernsydney.ed	aking the Marketing and MarTech major take ts to satisfy the core requirements of the Bac lu.au)	
Parramatta City Campus- Macquarie Street		Internal	Program Advice (https:// directory.westernsycsearch/email/ business.courses@v Daniel Townsend (https:// directory.westernsycsearch/	Business program Subject dney.edu.au/	m. Title	Credit Points
				BUSM 1050	People and Organisations	10
Sydney City Campus*		Internal		FINC 1005	Financial Foundations	10
				MKTG 1014	Marketing in Action	10
					Evidence-Based Decision Making	10
				BUSM 2050	Digital Transformation for Business	10
			profile/16103/)	ECON 1017	The Future of Business	10
Vietnam Campus*		Internal	Program Advice (https:// directory.westernsyd	BUSM 1048	Professional Careers and Employability	10
				BUSM 3084	Professional Business Experience	10 80
			search/email/	Total Credit Points		
			business.courses@	ousiness.courses@westernsydney.edu.au) Program Recommended Sequence		
WSU Online*		Online	•			
			Advice (https:// directory.westernsy search/email/	Qualification for the award of Bachelor of Business with a major in rdApplied Amaince and FinTech requires the successful completion of 240 credit points as per the recommended sequence below.		
			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.

Fundamentals of Marketing Analytics

Customer Experience Fundamentals

Core Subjects

Subject

MKTG 1011

MKTG 2010

		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	
esternsydney.edt Total Credit Point	I.au) S	80
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following subjects Subject ney.edu.au/ BUSM 1050 asternsydnav.adu FINC 1005 MKTG 1014 ECON 1016 BUSM 2050	Title People and Organisations Financial Foundations Marketing in Action Evidence-Based Decision Making Digital Transformation for Business	Credit Points 10 10 10 10 10
following subjects Subject ney.edu.au/ BUSM 1050 actarnevidnav.adi FINC 1005 MKTG 1014 ECON 1016 BUSM 2050 ECON 1017	People and Organisations Financial Foundations Marketing in Action Evidence-Based Decision Making Digital Transformation for Business The Future of Business Professional Careers and Employability Professional Business Experience	Credit Points 10 10 10 10 10 10 10 10
	MKTG 3024 MKTG 3026 MKTG 3016 MKTG 3009 Select one of the MKTG 3027 MKTG 3007 MKTG 3025 esternsydney.edt Total Credit Point	MKTG 3024 Applied Digital Marketing MKTG 3026 Omnichannel and Marketing Technologies MKTG 3016 Strategic Marketing Management MKTG 3009 Marketing Planning Project Select one of the following: MKTG 3027 Marketing Innovation and Creativity MKTG 3007 International Marketing

Full-time, Start	-year Intake		Year 2				
Course Title		Credit					
		Points	ECON 1016	Evidence-Based Decision Making	10		
Year 1			BUSM 1048	Professional Careers and Employability	10		
Autumn session				Credit Points	20		
ECON 1017	The Future of Business	10	Spring session				
BUSM 1050	People and Organisations	10	MKTG 1011	Fundamentals of Marketing Analytics	10		
FINC 1005	Financial Foundations	10	Select one elective		10		
MKTG 1014	Marketing in Action	10		Credit Points	20		
	Credit Points	40	Year 3				
Spring session			Autumn session				
ECON 1016	Evidence-Based Decision Making	10	BUSM 2050	Digital Transformation for Business	10		
BUSM 1048	Professional Careers and Employability	10	MKTG 2014	Customer Insights and Analytics	10		
MKTG 1011	Fundamentals of Marketing Analytics	10		Credit Points	20		
Select one elective		10	Spring session				
	Credit Points	40	MKTG 2010	Customer Experience Fundamentals	10		
Year 2			Select one elective		10		
Autumn session				Credit Points	20		
BUSM 2050	Digital Transformation for Business	10	Year 4				
MKTG 2014	Customer Insights and Analytics	10	Autumn session				
MKTG 2010	Customer Experience Fundamentals	10	MKTG 3016	Strategic Marketing Management	10		
Select one elective		10	Select one elective		10		
	Credit Points	40		Credit Points	20		
Spring session			Spring session				
MKTG 3016	Strategic Marketing Management	10	MKTG 3024	Applied Digital Marketing	10		
MKTG 3024	Applied Digital Marketing	10	Select one elective		10		
Select two electives		20		Credit Points	20		
	Credit Points	40	Year 5				
Year 3			Autumn session				
Autumn session			BUSM 3084	Professional Business Experience	10		
BUSM 3084	Professional Business Experience	10	Select one elective		10		
MKTG 3026	Omnichannel and Marketing Technologies			Credit Points	20		
Select two electives		20	Spring session				
	Credit Points	40	MKTG 3026	Omnichannel and Marketing Technologies	10		
Spring session			Select one elective		10		
MKTG 3009	Marketing Planning Project	10		Credit Points	20		
Select one of the fol	lowing:	10	Year 6				
MKTG 3007	International Marketing		Autumn session				
MKTG 3025	Integrated Brand Strategies		Select one of the fol	lowing:	10		
MKTG 3027	Marketing Innovation and Creativity		MKTG 3007	International Marketing			
Select two electives		20	MKTG 3025	Integrated Brand Strategies			
	Credit Points	40	MKTG 3027	Marketing Innovation and Creativity			
	Total Credit Points	240	Select one elective		10		
Dort time Ctori	t veer Intelse			Credit Points	20		
Part-time, Start	•		Spring session				
Course	Title	Credit	MKTG 3009	Marketing Planning Project	10		
Veen 1		Points	Select one elective		10		
Year 1				Credit Points	20		
Autumn session	Deeple and Organise*:	10		Total Credit Points	240		
BUSM 1050	People and Organisations		Deleted Drawers				
ECON 1017	The Future of Business	10	Related Programs				
On win was a sec	Credit Points	20	Bachelor of Arts/Ba	chelor of Business (1818) (https://			
Spring session		7.0		ey.edu.au/programs/bachelor-arts-bachelor-			
FINC 1005 Financial Foundations		10	business/)				
MKTG 1014	Marketing in Action	10	Bachelor of Business (2786) (https://hbook.westernsydney.edu.au/				
	Credit Points	20	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/)