

# MKTG 3026 OMNICHANNEL AND MARKETING TECHNOLOGIES

## Credit Points 10

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**Description** Technology advances are changing customer value requirements. As a result, customers expect an efficient, insightful and tailored service which requires personalised selling processes through high performance technology and customer-centred business models. Multiple touchpoints and digitally driven processes are created to reach them in the right place at the right time. Omnichannel marketing is now central to business transactions. This subject provides students with an understanding of the dynamics and complexities in creating value across various touchpoints in the business-to-business space. It considers the need to develop an enterprise-wide digital strategy and align technology, organizational structure and processes to develop an omnichannel approach to provide consistent and seamless engagement with buyers.

**School** Business

**Discipline** Marketing

**Student Contribution Band**

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Pre-requisite(s)** MKTG 1014

**Equivalent Subjects** MKTG 3020 and MKTG 3002

## Learning Outcomes

After successful completion of this subject, students will be able to:

1. Evaluate the role of marketing technologies to enable B2B organisations to develop responsible omnichannel marketing strategies.
2. Map and analyse the B2B customer journey to identify and assess diverse touchpoints across multiple channels.
3. Critically evaluate the integration of strategy, technology, organisational structure, and processes in enabling effective omnichannel marketing in B2B contexts.
4. Design omnichannel marketing strategies that deliver value and support customer engagement.
5. Propose solutions to address the practical challenges and risks of implementing omnichannel strategies in B2B organisation.

## Subject Content

1. Omnichannel marketing: Technology enabled customer-centricity
2. Digital technologies shaping the B2B Marketing and buying behaviours
3. Leveraging data and AI for B2B buyer persona development and customer journey mapping
4. Technology applications to segment B2B markets

5. Responsible strategic business marketing planning in the age of marketing technologies
6. Omnichannel marketing strategies
7. Value chain management through digital integration and supply chain technologies
8. Customer relationship management technologies
9. Product and brand management in a technology-driven omnichannel environment
10. Integrating personal and digital channels with customer engagement technologies

## Special Requirements

Essential equipment

A computer and internet access