

MKTG 7006 CONTEMPORARY ISSUES IN MARKETING

Legacy Code 200730

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Student Contribution Band

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Restrictions

Students must be enrolled in a postgraduate program.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Develop as an autonomous learner and independent thinker able to critically evaluate marketing issues.
2. Apply critical marketing theory to contemporary marketing problems/issues
3. Assess the impact of current and future trends on the role and implementation of international marketing strategies
4. Predict trends and provide marketing strategies for the future using scenario planning techniques

Subject Content

- this subject will deal with a wide range of contemporary marketing issues using a critical framework. The subject content will vary from semester to semester but will include issues such as:
- Dealing with Complexity, and environmental turbulence
- Trends: A call for Environmental Friendly Products; Growing Influence of Religion on Business Strategies; Impact of Technology; Climate Change
- implications of changing economies
- sustainability
- corporate social responsibility