

# MKTG 7019 MARKETING SYSTEMS

**Credit Points** 10

**Legacy Code** 200737

**Coordinator** Md Munir Hossain ([https://directory.westernsydney.edu.au/search/name/Md Munir Hossain/](https://directory.westernsydney.edu.au/search/name/Md%20Munir%20Hossain/))

**Description** This subject studies the marketing process from a holistic viewpoint, considering the intersection of the economy, the government, and the community. This perspective will help students to analyse and understand the interrelated and interdependent parts that comprise a marketing system. Specifically, this subject examines: consumer behaviour, market regulation, social responsibility and sustainability. Students will learn to consider the marketing process and its consequences at both an aggregate and micro level. This subject exposes students to the systematic and analytical approaches expected from them in postgraduate studies in marketing.

**School** Business

**Discipline** Marketing

**Student Contribution Band** HECS Band 4 10cp

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** Postgraduate Coursework Level 7 subject

**Equivalent Subjects** LGYA 8733 - Marketing Management

## Restrictions

Students must be enrolled in a postgraduate Business program or one of the following programs - 3689 Master of Information Technology (Advanced), 3699 Master of Information Technology, 3749 Master of Science.

## Learning Outcomes

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

1. Identify marketing concepts, frameworks and theories and marketing systems including frameworks and theories;
2. Apply marketing concepts, theories and frameworks to varying market situations;
3. Demonstrate how marketing creates value in a societal context and for non-profit organisations;
4. Apply ethical and moral standards to marketing issues.

## Subject Content

Social systems  
Economic systems  
Marketing as a social system  
System environment  
Evolution of systems  
Organisational marketing systems  
Exchange relationships  
Resource flows  
Business capacity (risk management, governance, financial assessment)

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Critical Review	1,000 words equivalency	30	N	Individual	Y
Presentation	5 minutes video presentation and 15 minutes oral presentation	30	N	Group	Y
Portfolio	2,500 words equivalency	40	N	Individual	Y

Prescribed Texts

- Kotler, P & Keller, K 2012, Marketing management, International edn + MyMarketingLab Value Pack, Pearson Higher Education. [Or latest edition]

Teaching Periods

## Quarter 1 (2024)

### Parramatta City - Macquarie St

**On-site**

**Subject Contact** Sarah Duffy ([https://directory.westernsydney.edu.au/search/name/Sarah Duffy/](https://directory.westernsydney.edu.au/search/name/Sarah%20Duffy/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG7019\\_24-Q1\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7019_24-Q1_PC_1#subjects))

## Sydney City Campus Quarter 1 (2024)

### Sydney City

**On-site**

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## Quarter 2 (2024)

### Parramatta City - Macquarie St

**On-site**

**Subject Contact** Md Munir Hossain ([https://directory.westernsydney.edu.au/search/name/Md Munir Hossain/](https://directory.westernsydney.edu.au/search/name/Md%20Munir%20Hossain/))

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### Sydney City

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## Quarter 3 (2024)

### Parramatta City - Macquarie St

#### On-site

**Subject Contact** Md Munir Hossain ([https://directory.westernsydney.edu.au/search/name/Md Munir Hossain/](https://directory.westernsydney.edu.au/search/name/Md%20Munir%20Hossain/))

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## Quarter 4 (2024)

### Parramatta City - Macquarie St

#### On-site

**Subject Contact** Hossain Mohammed ([https://directory.westernsydney.edu.au/search/name/Hossain Mohammed/](https://directory.westernsydney.edu.au/search/name/Hossain%20Mohammed/))

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