

# **MARKETING, TESTAMUR MAJOR (T044)**

Western Sydney University Major Code: T044

**Previous Code:** MT2040.1

#### **Available to students in other Western Sydney University programs?**

No

This Marketing testamur major applies to students who commenced in 2022 or later. If you commenced prior to 2022 please refer to the MT2027 Marketing major in the legacy handbook for details.

MT2027 Marketing (<https://handbook.westernsydney.edu.au/hbook/specialisation.aspx?unitset=MT2040.1>)

Contemporary marketing uses strategies and technologies to create significant customer relationships and brand experiences. Through an in-depth understanding of the marketing field including the challenges of global forces, new technologies and changing customer demographics, students develop practical skills that contribute to improving organisational performance. The major is based on industry expectations and students work on industry-based projects and case studies equipping them to take on roles across numerous organisations including in digital marketing, campaign strategies, business and data analytics. This major satisfies the educational requirements for recognition as a Certified Practising Marketer and eligibility for student membership of the Australian Marketing Institute and The Research Society.

## Location

Campus	Mode	Advice	Total Credit Points		
Bankstown City Campus	Internal	Program Advice ( <a href="https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au">https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au</a> )	<b>Professional Subjects for Careers in Markets</b> Students undertaking the Marketing major are advised to take the following four subjects to satisfy the requirements for their professional core:		
Campbelltown Campus	Internal	Program Advice ( <a href="https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au">https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au</a> )	Subject	Title	Credit Points
			BUSM 3006	Design Thinking for Creativity	10
			MKTG 3009	Marketing Planning Project	10
			MATH 1030	Statistics for Business	10
Parramatta City Campus-Macquarie Street	Internal	Program Advice ( <a href="https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au">https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au</a> )	BUSM 2040	The Service Enterprise	10
<b>Total/Credit Points</b>					<b>40</b>
Sydney City Campus*	Internal	Daniel Townsend ( <a href="https://directory.westernsydney.edu.au/search/email/d.townsend@city.westernsydney.edu.au">https://directory.westernsydney.edu.au/search/email/d.townsend@city.westernsydney.edu.au</a> )	Qualification for the award of Bachelor of Business with a major in Marketing requires the successful completion of 240 credit points as per the recommended sequence below.		
<b>Full-time start-year intake</b>					
Vietnam Campus*	Internal	Program Advice ( <a href="https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au">https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au</a> )	Course	Title	Credit Points
WSU Online*	Online	Program Advice ( <a href="https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au">https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au</a> )	Autumn session		
			BUSM 1006	Enterprise Innovation and Markets	10
			BUSM 1008	Enterprise Leadership	10
			MKTG 1006	Marketing Principles	10
			MATH 1030	Statistics for Business	10
			<b>Credit Points</b>		<b>40</b>

\* Curriculum delivered through an agreement with another party

## Accreditation

The Bachelor of Business Marketing Major has been deemed to have satisfied the requirements of accreditation of Marketing subjects in accordance with the Australian Marketing Institute's Accreditation and Endorsement Program. On completion of an AMI Accredited program graduates are eligible for special graduate membership rates and credit towards becoming a Certified Practising Marketer (CPM) in a shorter duration of time. Specifically, graduates are eligible to apply for a reduction off the minimum five (5) years industry experience required before becoming a CPM.

## Major Structure

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

## Core Subjects for this Major

Subject	Title	Credit Points
MKTG 1006	Marketing Principles	10
MKTG 2010	Customer Experience Fundamentals	10
MKTG 3019	Marketing and Digital Communications	10
MKTG 3021	Strategic Brand Management	10
MKTG 2011	Customer Insights	10
MKTG 3016	Strategic Marketing Management	10
MKTG 1011	Fundamentals of Marketing Analytics	10
MKTG 3020	Omnichannel Marketing	10
<b>Total Credit Points</b>		<b>80</b>

## Professional Subjects for Careers in Markets

Students undertaking the Marketing major are advised to take  
the following four subjects to satisfy the requirements for their  
professional core:  
(rnsvdnq.edu.au)

Subject	Title	Credit Points
BUSM 3006	Design Thinking for Creativity	10
MKTG 3009	Marketing Planning Project	10
MATH1030	Statistics for Business	10
BUSM 2040	The Service Enterprise	10
<b>Total Credit Points</b>		<b>40</b>

## Recommended Sequence

Qualification for the award of Bachelor of Business with a major in Marketing requires the successful completion of 240 credit points as detailed in the recommended sequence below.

## Full-time start-year intake

Course	Title	Credit Points
edu.au/ Year 1		
<b>Autumn session</b> rnsydney.edu.au)		
BUSM 1006	Enterprise Innovation and Markets	10
BUSM 1008	Enterprise Leadership	10
MKTG 1006	Marketing Principles	10
MATH 1030	Statistics for Business	10
rnsydney.edu.au)	<b>Credit Points</b>	<b>40</b>

<b>Spring session</b>		Select one elective	10
BUSM 1010	Financing Enterprises	10	<b>Credit Points</b>
LAWS 1001	Enterprise Law	10	<b>Spring session</b>
MKTG 1011	Fundamentals of Marketing Analytics	10	MKTG 2010 Customer Experience Fundamentals 10
Select one elective		10	Select one elective 10
	<b>Credit Points</b>	<b>40</b>	<b>Credit Points</b>
<b>Year 2</b>			<b>20</b>
<b>Autumn session</b>			
BUSM 2040	The Service Enterprise	10	<b>Year 4</b>
MKTG 2010	Customer Experience Fundamentals	10	<b>Autumn session</b>
MKTG 2011	Customer Insights	10	MKTG 2011 Customer Insights 10
Select one elective		10	Select one elective 10
	<b>Credit Points</b>	<b>40</b>	<b>Credit Points</b>
<b>Spring session</b>			<b>20</b>
MKTG 3019	Marketing and Digital Communications	10	<b>Spring session</b>
MKTG 3021	Strategic Brand Management	10	MKTG 3019 Marketing and Digital Communications 10
Select two electives		20	Select one elective 10
	<b>Credit Points</b>	<b>40</b>	<b>Credit Points</b>
<b>Year 3</b>			<b>20</b>
<b>Autumn session</b>			
BUSM 3006	Design Thinking for Creativity	10	<b>Year 5</b>
MKTG 3016	Strategic Marketing Management	10	<b>Autumn session</b>
Select two electives		20	MKTG 3021 Strategic Brand Management 10
	<b>Credit Points</b>	<b>40</b>	Select one elective 10
<b>Spring session</b>			<b>Credit Points</b>
MKTG 3020	Omnichannel Marketing	10	<b>20</b>
MKTG 3009	Marketing Planning Project (Enterprise Engaged Subject)	10	<b>Spring session</b>
Select two electives		20	BUSM 3006 Design Thinking for Creativity 10
	<b>Credit Points</b>	<b>40</b>	Select one elective 10
	<b>Total Credit Points</b>	<b>240</b>	<b>Credit Points</b>
<b>Part-time start-year intake</b>			<b>20</b>
<b>Course</b>	<b>Title</b>	<b>Credit Points</b>	<b>Year 6</b>
			<b>Autumn session</b>
Year 1			MKTG 3020 Omnichannel Marketing 10
<b>Autumn session</b>			MKTG 3016 Strategic Marketing Management 10
BUSM 1006	Enterprise Innovation and Markets	10	<b>Credit Points</b>
LAWS 1001	Enterprise Law	10	<b>20</b>
	<b>Credit Points</b>	<b>20</b>	<b>Spring session</b>
<b>Spring session</b>			MKTG 3009 Marketing Planning Project (Enterprise Engaged Subject) 10
MKTG 1006	Marketing Principles	10	Select one elective 10
MATH 1030	Statistics for Business	10	<b>Credit Points</b>
	<b>Credit Points</b>	<b>20</b>	<b>Total Credit Points</b>
<b>Year 2</b>			<b>240</b>
<b>Autumn session</b>			Related Programs
BUSM 1008	Enterprise Leadership	10	Bachelor of Arts/Bachelor of Business (1818) ( <a href="https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-arts-bachelor-business/">https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-arts-bachelor-business/</a> )
MKTG 1011	Fundamentals of Marketing Analytics	10	Bachelor of Business (2786) ( <a href="https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-business/">https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-business/</a> )
	<b>Credit Points</b>	<b>20</b>	Bachelor of Business/Bachelor of Laws (2788) ( <a href="https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-business-bachelor-laws/">https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-business-bachelor-laws/</a> )
<b>Spring session</b>			Bachelor of Communication/Bachelor of Business (1819) ( <a href="https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-communication-bachelor-business/">https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-communication-bachelor-business/</a> )
BUSM 1010	Financing Enterprises	10	Bachelor of Engineering (Honours)/Bachelor of Business (3728) ( <a href="https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-engineering-honours-bachelor-business/">https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-engineering-honours-bachelor-business/</a> )
Select one elective		10	Bachelor of Information Systems Advanced/Bachelor of Business (3745) ( <a href="https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-information-systems-advanced-bachelor-business/">https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-information-systems-advanced-bachelor-business/</a> )
	<b>Credit Points</b>	<b>20</b>	Bachelor of Information Systems/Bachelor of Business (3744) ( <a href="https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-information-systems-bachelor-business/">https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-information-systems-bachelor-business/</a> )
<b>Year 3</b>			
<b>Autumn session</b>			
BUSM 2040	The Service Enterprise	10	

Bachelor of Information and Communications Technology/  
Bachelor of Business (3737) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-information-communications-technology-bachelor-business/>)  
Bachelor of Science/Bachelor of Business (4748) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-science-bachelor-business/>)  
Diploma in Business/Bachelor of Business (6037) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/diploma-business-bachelor-business/>)