

# MARKETING, MINOR (0291)

Effective from: 2022

Western Sydney University Minor Code: 0291

Previous Code: SM2060

Available to students in other Western Sydney University programs?

No

The marketing minor provides students with a grounding in the practice of marketing and its application to any type of organisation. In this minor, students can extend that knowledge into more specialised aspects of marketing such as brand and product development, promotion, strategic marketing and marketing analytics. Students gain communications and analytic skills in assessing and developing key elements of a marketing strategy. There are practical industry-related activities helping students compile a business portfolio for presentation to potential employers.

## Location

Campus	Attendance	Mode	Advice
Parramatta City-Macquarie St		Internal	Program Advice ( <a href="https://directory.westernsydney.edu.au/search/profile/12177/">https://directory.westernsydney.edu.au/search/profile/12177/</a> )

Students must complete 40 credit points as follows.

Subject	Title	Credit Points
MKTG 1006	Marketing Principles	10
Select three of the following		30
MKTG 1011	Fundamentals of Marketing Analytics	
MKTG 2010	Customer Experience Fundamentals	
MKTG 3021	Strategic Brand Management	
MKTG 3016	Strategic Marketing Management	
MKTG 3019	Marketing and Digital Communications	
MKTG 3020	Omnichannel Marketing	
<b>Total Credit Points</b>		<b>40</b>

Bachelor of Data Science (3769) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-data-science/>)

Bachelor of Psychological Science (exit only) (1904) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-psychological-science-exit-only/>)

Bachelor of Psychology (Honours) (1865) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-psychology-honours/>)

Bachelor of Tourism and Event Management (1916) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-tourism-event-management/>)