

# 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-<br>Macquarie St |            | Internal | Program<br>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/>)