MARKETING, MAJOR (0137)

Western Sydney University Major Code: 0137

Previous Code: SP2024.1

Available to students in other Western Sydney University Programs: Yes. Check that your program has the available credit points required to complete the subjects in this field of study. Any requisite requirements must also be met. Consult your Program Advisor for further advice.

This major is designed for an age of expanding communication networks, where marketing is increasingly seen as a highly skilled and complex profession. Whether designing or selling a product, communicating a government service, or raising awareness in the non-profit sector, marketing requires a broad understanding of its methodology, its tools, and broad communications and analysis skills.

Location

Campus	Mode	Advice
Parramatta City Campus - Macquarie Street	Internal	Dr Laurel Jackson (https://directory.westernsydney.edu.au/search/email/L.Jackson@westernsydney.edu.au)

Major Structure

Structure 2019-2024

This structure applies to students who commenced in 2019 - 2024. If you commenced in 2025 or later, please refer to the relevant Structure for details.

Students must successfully complete 60 credit points as listed below.

Subject	Title	Credit Points
BUSM 7105	Business Analytics in Practice	10
MKTG 7033	Customer Experience	10
MKTG 7034	Digital Marketing	10
MKTG 7035	Frontiers of Branding	10
BUSM 7048	Innovation, Creativity and Foresight	10
MKTG 7037	Multichannel Marketing	10
Total Credit Points		**60**

Structure 2025

This structure applies to students who commenced in 2025 or later. If you commenced prior to 2025, please refer to the relevant Structure for details.

Students must successfully complete 40 credit points from the subjects listed below.

Subject	Title	Credit Points
MKTG 7033	Customer Experience	10
MKTG 7035	Frontiers of Branding	10
MKTG 7037	Multichannel Marketing	10
MKTG 7034	Digital Marketing	10
BUSM 7105	Business Analytics in Practice	10
BUSM 7048	Innovation, Creativity and Foresight	10

Related Programs

Master of Business Administration (2761) (https://hbook.westernsydney.edu.au/archives/2024-2025/programs/master-business-administration/)