

# MARKETING, TESTAMUR MAJOR (T044)

Western Sydney University Major Code: T044

Previous Code: MT2040.1

Available to students in other Western Sydney University programs?

No

From 2026 the Marketing, Testamur major is no longer available.

This Marketing testamur major applies to students who commenced in 2022 to 2025. 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	Subject	Title	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> )	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>	
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> )	<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:			
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> )	Subject	Title	Credit Points	
			BUSM 3006	Design Thinking for Creativity	10	
			MKTG 3009	Marketing Planning Project	10	
			MATH 1030	Statistics for Business	10	
			BUSM 2040	The Service Enterprise	10	
			<b>Total Credit Points</b>		<b>40</b>	
<b>Recommended Sequence 2022-2025</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> )	This sequence applies to students who commenced in 2022 to 2025.			
			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.			

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> )
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\* 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 2022 - 2025

This structure applies to students who commenced in 2022 to 2025.

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>

Campus	Mode	Advice	Subject	Title	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> )	BUSM 3006	Design Thinking for Creativity	10
			MKTG 3009	Marketing Planning Project	10
			MATH 1030	Statistics for Business	10
			BUSM 2040	The Service Enterprise	10
			<b>Total Credit Points</b>		<b>40</b>

## Recommended Sequence 2022-2025

This sequence applies to students who commenced in 2022 to 2025.

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.

**Full-time start-year intake**

Course	Title	Credit Points	Year 2
<b>Year 1</b>			<b>Autumn session</b>
<b>Autumn session</b>			<b>Credit Points</b>
BUSM 1006	Enterprise Innovation and Markets	10	BUSM 1008 Enterprise Leadership 10
BUSM 1008	Enterprise Leadership	10	MKTG 1011 Fundamentals of Marketing Analytics 10
MKTG 1006	Marketing Principles	10	
MATH 1030	Statistics for Business	10	
	<b>Credit Points</b>	<b>40</b>	<b>Credit Points</b>
<b>Spring session</b>			<b>Year 3</b>
BUSM 1010	Financing Enterprises	10	<b>Autumn session</b>
LAWS 1001	Enterprise Law	10	BUSM 2040 The Service Enterprise 10
MKTG 1011	Fundamentals of Marketing Analytics	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>Spring session</b>
<b>Autumn session</b>			MKTG 2010 Customer Experience Fundamentals 10
BUSM 2040	The Service Enterprise	10	Select one elective 10
MKTG 2010	Customer Experience Fundamentals	10	
MKTG 2011	Customer Insights	10	
Select one elective		10	
	<b>Credit Points</b>	<b>40</b>	<b>Credit Points</b>
<b>Spring session</b>			<b>Year 4</b>
MKTG 3019	Marketing and Digital Communications	10	<b>Autumn session</b>
MKTG 3021	Strategic Brand Management	10	MKTG 2011 Customer Insights 10
Select two electives		20	Select one elective 10
	<b>Credit Points</b>	<b>40</b>	
<b>Year 3</b>			<b>Credit Points</b>
<b>Autumn session</b>			<b>Year 5</b>
BUSM 3006	Design Thinking for Creativity	10	<b>Autumn session</b>
MKTG 3016	Strategic Marketing Management	10	MKTG 3021 Strategic Brand Management 10
Select two electives		20	Select one elective 10
	<b>Credit Points</b>	<b>40</b>	
<b>Spring session</b>			<b>Credit Points</b>
MKTG 3020	Omnichannel Marketing	10	<b>Year 6</b>
MKTG 3009	Marketing Planning Project (Enterprise Engaged Subject)	10	<b>Autumn session</b>
Select two electives		20	MKTG 3020 Omnidirectional Marketing 10
	<b>Credit Points</b>	<b>40</b>	MKTG 3016 Strategic Marketing Management 10
	<b>Total Credit Points</b>	<b>240</b>	

**Part-time start-year intake**

Course	Title	Credit Points
<b>Year 1</b>		
<b>Autumn session</b>		
BUSM 1006	Enterprise Innovation and Markets	10
LAWS 1001	Enterprise Law	10
	<b>Credit Points</b>	<b>20</b>
<b>Spring session</b>		
MKTG 1006	Marketing Principles	10
MATH 1030	Statistics for Business	10
	<b>Credit Points</b>	<b>20</b>
		Related Programs
		Bachelor of Arts/Bachelor of Business (1818) ( <a href="https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-arts-bachelor-business/">https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-arts-bachelor-business/</a> )
		Bachelor of Business (2786) ( <a href="https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-business/">https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-business/</a> )

Bachelor of Communication/Bachelor of Business (1819) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-business/>)

Bachelor of Engineering (Honours)/Bachelor of Business (3728) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-engineering-honours-bachelor-business/>)

Bachelor of Information Systems Advanced/Bachelor of Business (3745) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-systems-advanced-bachelor-business/>)

Bachelor of Information Systems/Bachelor of Business (3744) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-systems-bachelor-business/>)

Bachelor of Information and Communications Technology/Bachelor of Business (3737) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-communications-technology-bachelor-business/>)

Bachelor of International Studies/Bachelor of Business (1820) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-international-studies-bachelor-business/>)

Bachelor of Science/Bachelor of Business (4748) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-science-bachelor-business/>)

Diploma in Business/Bachelor of Business (6037) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/diploma-business-bachelor-business/>)