MKTG 3020 OMNICHANNEL MARKETING

Credit Points 10

Legacy Code 201087

Coordinator Lalitha Kirsnan (https://directory.westernsydney.edu.au/search/name/Lalitha Kirsnan/)

Description Technology advances are changing customer value requirements. As a result, customers expect an efficient, insightful and tailored service which requires personalised selling processes through high performance technology and customer-centred business models. Multiple touchpoints and digitally driven processes are created to reach them in the right place at the right time. Omnichannel marketing is now central to business transactions. This subject provides students with an understanding of the dynamics and complexities in creating value across various touchpoints in the business to business space. It considers the need to develop an enterprise-wide digital strategy and align technology, organizational structure and processes to develop an omnichannel approach to provide consistent and seamless engagement with buyers.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) MKTG 1006

Equivalent Subjects MKTG 3002 - Business to Business Marketing

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Plan ways to align strategy, technology, organisational structure and processes to develop an omni-channel approach using omni-channel marketing concepts and frameworks in a business context.
2. Construct the business to business customer journey to identify diverse touch points.
3. Analyse customer behaviour and their needs using business marketing theories and digital technologies
4. Devise omnichannel marketing strategies for delivering value across all stages of the customer journey.
5. Use analytical, interpersonal and decision-making skills appropriate to a business marketing situation.

Subject Content

1. Introduction to Omnichannel approach of business to customer marketing.
2. Organisational buying behaviour: business buyer personas, buying journey mapping; buying centre.
3. Segmenting the business market and organisational demand analysis.
4. Customer Relationship Management (CRM) strategies and omnichannel marketing strategies
5. Strategic business marketing planning
6. Managing products for business markets and innovation.

7. Value chain management

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Applied Project	1,000 word	30	N	Individual	N
Report	1,500 words	30	N	Group	N
Practical	1,500 words plus 5 mins presentation	40	N	Individual	N

Summer

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Applied Project	500 words equivalency	25	N	Individual	
Report	1000 words	35	N	Individual	
Practical	1800 words equivalency	40	N	Individual	

Teaching Periods

Vietnam Session 1 (2025)

Vietnam

On-site

Subject Contact Lalitha Kirsnan (https://directory.westernsydney.edu.au/search/name/Lalitha Kirsnan/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3020_25-UT1_UE_1#subjects)

WSU Online TRI-1 (2025)

Wsu Online

Online

Subject Contact Lalitha Kirsnan (https://directory.westernsydney.edu.au/search/name/Lalitha Kirsnan/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3020_25-OT1_OW_2#subjects)

Autumn (2025)

Parramatta City - Macquarie St

On-site

Subject Contact Lalitha Kirsnan (https://directory.westernsydney.edu.au/search/name/Lalitha Kirsnan/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3020_25-AUT_PC_1#subjects)

Vietnam Session 2 (2025)
Vietnam
On-site
Subject Contact Lalitha Kirsnan (https://directory.westernsydney.edu.au/search/name/Lalitha Kirsnan/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3020_25-UT2_UE_1#subjects)

Sydney City Campus - Term 2 (2025)
Sydney City
On-site
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3020_25-SC2_SC_1#subjects)

Spring (2025)
Campbelltown
On-site
Subject Contact Neeru Sharma (https://directory.westernsydney.edu.au/search/name/Neeru Sharma/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3020_25-SPR_CA_1#subjects)

Parramatta City - Macquarie St
On-site
Subject Contact Neeru Sharma (https://directory.westernsydney.edu.au/search/name/Neeru Sharma/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3020_25-SPR_PC_1#subjects)

WSU Online TRI-3 (2025)
Wsu Online
Online
Subject Contact Lisa Rohanek (https://directory.westernsydney.edu.au/search/name/Lisa Rohanek/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3020_25-OT3_OW_2#subjects)

Vietnam Session 3 (2025)
Vietnam
On-site
Subject Contact Lalitha Kirsnan (https://directory.westernsydney.edu.au/search/name/Lalitha Kirsnan/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3020_25-UT3_UE_1#subjects)