

# MKTG 0001 MARKETING SKILLS

**Credit Points** 10

**Legacy Code** 201035

**Coordinator** Sabina Yasmin ([https://directory.westernsydney.edu.au/search/name/Sabina Yasmin/](https://directory.westernsydney.edu.au/search/name/Sabina%20Yasmin/))

**Description** This subject delivers an overview of the marketing process and how it works within the business environment. Marketing segmentation and market positioning, new product development branding, channels, promotion and advertising plus the concept of marketing as a social system are areas of study. The subject provides a broad overview and a general understanding of marketing concepts and marketing within a social context.

**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/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 0 Preparatory subject

**Restrictions**

Students must be enrolled in 2845 Masters Qualifying Program with Business English.

## Learning Outcomes

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

1. Identify important marketing concepts and frameworks;
2. Apply marketing concepts and frameworks to case based situations;
3. Demonstrate how marketing creates value in a societal context; and
4. Demonstrate English language skills in the key IELTS test areas: writing, speaking, listening and reading.

## Subject Content

- Marketing concepts and terminology
- Market segmentation and target markets
- Buyer behaviour
- Marketing as a social system

## 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
Report	1,500 Words	40	N	Individual	N

Portfolio	1000 Words equivalency	40	N	Individual	N
Final Exam	1 hour	20	Y	Individual	Y

Teaching Periods

## Sydney City Campus Quarter 2 (2025)

### Sydney City

**On-site**

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG0001\\_25-SQ2\\_SC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG0001_25-SQ2_SC_1#subjects))

## Quarter 4 (2025)

### Parramatta City - Macquarie St

**On-site**

**Subject Contact** Hossain Mohammed ([https://directory.westernsydney.edu.au/search/name/Hossain Mohammed/](https://directory.westernsydney.edu.au/search/name/Hossain%20Mohammed/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG0001\\_25-Q4\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG0001_25-Q4_PC_1#subjects))

## Sydney City Campus Quarter 4 (2025)

### Sydney City

**On-site**

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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