

MKTG 1012 FUNDAMENTALS OF MARKETING ANALYTICS (WSTC)

Credit Points 10

Legacy Code 700331

Coordinator Abdullah Al Abed ([https://directory.westernsydney.edu.au/search/name/Abdullah Al Abed/](https://directory.westernsydney.edu.au/search/name/Abdullah%20Al%20Abed/))

Description The subject introduces students to the core concepts associated with business analytics in general, and marketing analytics in particular. The subject aims to provide students foundational knowledge of the range of marketing problems for which business analytics can facilitate solutions. In doing so, the subject focuses on developing an understanding of the nature and tools of analytics as they may apply to key elements of marketing strategy frameworks from a largely non-mathematical/non-statistical perspective.

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 1 subject

Pre-requisite(s) Students enrolled in 7102 Diploma in Business Extended must pass 40 credit points from the preparatory units listed in the course structure prior to enrolling in this University level unit

Co-requisite(s) MKTG 1008

Equivalent Subjects MKTG 1011 Fundamentals of Marketing Analytics

Restrictions

Students must be enrolled in 6037 Diploma in Business/Bachelor of Business, 7100 Diploma in Business Fast Track, 7102 Diploma in Business Extended or 7177 Diploma in Business.

Learning Outcomes

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

1. Distinguish the key concepts and techniques of business analytics with related fields, such as business intelligence, big data, market research, artificial intelligence and machine /deep learning.
2. Provide advice on appropriate business analytics data, tools and techniques to address specific marketing problems and insights about customers
3. Use analytic tools to perform simple analysis and data visualisation functions
4. Explain the central importance of customer value and valuing the customer to an organisational success
5. Communicate data-driven insights for marketing action to diverse others
6. Work collaboratively in teams.

Subject Content

Overview of business analytics and marketing practice
The nature of data and models

Understanding customers through the lens of analytics
Tools for analytics in marketing mix decision-making
The question of ethics and analytics
Maintaining currency and monitoring trends.
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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
Quiz	30 minutes	10	N	Individual	N
Intra-session Exam	1 hour	25	N	Individual	N
Simulation	3000 word equivalency per group	30	N	Group	N
Portfolio	1200 words	35	N	Individual	N

Teaching Periods

Term 1 (2025)

Online

Online

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG1012_25-T1_ON_2#subjects)

Parramatta City - Macquarie St

On-site

Subject Contact Bader Unnisa Mehdi ([https://directory.westernsydney.edu.au/search/name/Bader Unnisa Mehdi/](https://directory.westernsydney.edu.au/search/name/Bader%20Unnisa%20Mehdi/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG1012_25-T1_PC_1#subjects)

Term 2 (2025)

Parramatta City - Macquarie St

On-site

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Term 3 (2025)

Parramatta City - Macquarie St

Hybrid

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