

MKTG 1013 MARKETING ENTERPRISES (WSTC)

Credit Points 10

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 Marketing Enterprises is an ideal introduction to understanding consumer behaviour, preferences, and trends. It is designed to provide students with a comprehensive understanding of integrated marketing strategies in various environments using real-world case studies and practices. Marketing Enterprises is a fundamental subject for marketing majors and offers a general overview for those who wish to design, develop, manage, and maintain consumer information. Marketing students can explore various career opportunities, such as marketing managers, analysts, digital marketing specialists, and advertising executives. In today's world, where businesses face unprecedented challenges and opportunities, a solid foundation in marketing is essential for success.

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

Restrictions

Students must be enrolled in an existing College Diploma program listed below:

- 7188 Diploma in Culture, Society and Justice
- 7189 Diploma in Health Science
- 7190 Diploma in Business
- 7191 Diploma in Information and Communication Technologies
- 7192 Diploma in Building Design and Construction
- 7193 Diploma in Engineering Studies
- 7194 Diploma in Creative Industries and Communications
- 7195 Diploma in Arts
- 7196 Diploma in Science
- 7197 Diploma in Education Studies

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Describe the significance of customer relationships in a marketing context.
2. Apply a customer driven marketing strategy to a case situation.
3. Discuss ideas on a broad range of marketing trends and data privacy.
4. Explain how marketing contributes to the achievement of the organisation's objectives.

Subject Content

- Key marketing concepts
- Understanding the marketplace and consumers

- Using the 4Ps of Marketing
- Developing an integrated marketing strategy

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
Reflection	300 words	15	N	Individual	N
Professional Task	750 words	35	N	Individual	N
Poster	350 words	20	N	Individual	N
Viva Voce	5 min	30	N	Individual	N

Teaching Periods

Spring Block 1 (2025)

Bankstown City

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG1013_25-SB1_BK_1#subjects)

Olympic Park

On-site

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Parramatta City - Macquarie St

On-site

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Spring Block 4 (2025)

Bankstown City

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG1013_25-SB4_BK_1#subjects)

Parramatta City - Macquarie St

On-site

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