MKTG 7019 MARKETING SYSTEMS

Credit Points 10

Legacy Code 200737

Coordinator Md Munir Hossain (https://directory.westernsydney.edu.au/search/name/Md Munir Hossain/)

Description This subject studies the marketing process from a holistic viewpoint, considering the intersection of the economy, the government, and the community. This perspective will help students to analyse and understand the interrelated and interdependent parts that comprise a marketing system. Specifically, this subject examines: consumer behaviour, market regulation, social responsibility and sustainability. Students will learn to consider the marketing process and its consequences at both an aggregate and micro level. This subject exposes students to the systematic and analytical approaches expected from them in postgraduate studies in marketing.

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 Postgraduate Coursework Level 7 subject

Equivalent Subjects LGYA 8733 - Marketing Management

Restrictions

Students must be enrolled in a postgraduate Business program or one of the following programs - 3689 Master of Information Technology (Advanced), 3699 Master of Informatin Technology, 3749 Master of Science.

Learning Outcomes

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

1. Identify marketing concepts, frameworks and theories and marketing systems including frameworks and theories;
2. Apply marketing concepts, theories and frameworks to varying market situations;
3. Demonstrate how marketing creates value in a societal context and for non-profit organisations;
4. Apply ethical and moral standards to marketing issues.

Subject Content

Social systems
Economic systems
Marketing as a social system
System environment
Evolution of systems
Organisational marketing systems
Exchange relationships
Resource flows
Business capacity (risk management, governance, financial assessment)

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
Critical Review	1,000 words equivalency	30	N	Individual	Y
Presentation	5 minutes video presentation and 15 minutes oral presentation	30	N	Group	Y
Portfolio	2,500 words equivalency	40	N	Individual	Y

Prescribed Texts

- Kotler, P & Keller, K 2012, Marketing management, International edn + MyMarketingLab Value Pack, Pearson Higher Education. [Or latest edition]

Teaching Periods

Quarter 1 (2025)
Parramatta City - Macquarie St
On-site
Subject Contact Sarah Duffy (https://directory.westernsydney.edu.au/search/name/Sarah Duffy/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7019_25-Q1_PC_1#subjects)

Sydney City Campus Quarter 1 (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=MKTG7019_25-SQ1_SC_1#subjects)

Quarter 2 (2025)
Parramatta City - Macquarie St
On-site
Subject Contact Md Munir Hossain (https://directory.westernsydney.edu.au/search/name/Md Munir Hossain/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7019_25-Q2_PC_1#subjects)

Sydney City Campus Quarter 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=MKTG7019_25-SQ2_SC_1#subjects)

Quarter 3 (2025)
Parramatta City - Macquarie St
On-site
Subject Contact Md Munir Hossain (https://
directory.westernsydney.edu.au/search/name/Md Munir Hossain/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=MKTG7019_25-Q3_PC_1#subjects)

Sydney City Campus Quarter 3 (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=MKTG7019_25-SQ3_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/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=MKTG7019_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/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=MKTG7019_25-SQ4_SC_1#subjects)