

MMgt(Marketing) to MCom(Marketing) Option

College of Management, Mahidol University						
Year 1	Master of Management Specialisation in Marketing Management			Credit Points	MQ Exemption	
	Pre-Course (no credit)					
	-	Optional	MGMG 591 Accounting (or Bachelor Degree with accounting background)	-	Admission into 1-year version of MQ MCom(Mktg)	
	Core Courses (15 credits)					
	1	Required	MGMG 547 Managing People in Organizations	3		
	2	Required	MGMG 505 Managing Business Information & Emerging Technologies	3		
	3	Required	MGMG 508 Strategic Marketing Management	3		
	4	Required	MGMG 513 Financial Management	3		
	5	Required	MGMG 509 Strategic Management	3		
	6	Required	MGMG 515 Asian Economy in Global Context	3		
7	One of	MGMG 523 Decision Skills	3			
		MGMG 669 Business and Management Research (for thesis track only)				
Specialization Courses (6 credits)						
8+9	Two of:	Retail Marketing	6			
		Digital Marketing				
		Cross-cultural Management				
		Business Creativity				
		Consulting Tools for Sustainability				
		Sustainability Strategy				
Total Credit Points			27	-		



Macquarie University					
Year 2	Master of Commerce Specialisation in Marketing			Credit Points	CMMU Exemption
	1	Required	ACCG8121 Managerial Accounting	10	-
	2	Required	AFIN8008 Corporate Finance	10	-
	3	Required	MQBS8000 Contemporary Business Issues	10	-
	4	Required	MKTG8020 Marketing Theory	10	-
	5	Required	MKTG8005 Applied Marketing Research (10)	10	MGMG 532
	6	Required	MKTG8006 Applied Marketing Strategy (10)	10	-
	7	Required	MKTG8011 Strategic Branding (10)	10	MGMG 585
	8	Required	MKTG8015 Consumer Behaviour (10)	10	MGMG 520
	Total Credit Points			80	9