

MMgt(Marketing) to MMktg Option

| College of Management, Mahidol University | | | | | | |
|---|---|---|---|---------------|----------------------|--|
| Year 1 | Master of Management <i>Specialisation in Marketing Management</i> | | | Credit Points | MQ Exemption | |
| | Pre-Course (no credit) | | | | | |
| | - | Optional | MGMG 591 Accounting (or Bachelor Degree with accounting background) | - | Admission into MMktg | |
| | 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) | | | | | | |
| | | Retail Marketing | | | | |
| | | Digital Marketing | | | | |
| | | Cross-cultural Management | | | | |
| | | Business Creativity | | | | |
| | | Consulting Tools for Sustainability | | | | |
| | | Sustainability Strategy | | | | |
| Total Credit Points | | | 27 | - | | |



| Macquarie University | | | | | |
|--|---------------------|----------|---|---------------|----------------------------------|
| Year 2 | Master of Marketing | | | Credit Points | CMMU Exemption |
| | 1 | Required | MKTG8005 Applied Marketing Research | 10 | MGMG 532 |
| | 2 | Required | MKTG8015 Advanced Consumer Behaviour | 10 | MGMG 520 |
| | 3 | Required | MKTG8020 Marketing Theory | 10 | - |
| | 4 | Required | MKTG8080 Strategic Marketing Management | 10 | - |
| | 5 + 6 + 7 + 8 | Four of | MGMT8080 Business Internship | 40 | - |
| | | | MKTG8002 Marketing Communications | | MGMG533 or MGMG747 |
| | | | MKTG8033 Social Media Marketing | | Either is equivalent to MGMG 644 |
| | | | MKTG8004 Digital Marketing Strategy | | MGMG 585 |
| | | | MKTG8011 Strategic Branding | | - |
| | | | MKTG8007 Business-to-Business Marketing Strategy | | - |
| | | | MKTG8008 Professional and Business Services Marketing | | - |
| | | | MKTG8009 Marketing Supply Chain Strategy | | - |
| MKTG8014 Managing Customer Relationships | | | - | | |
| MKTG8051 New Product and Service Commercialisation | | | - | | |
| MKTG8054 Strategic Sales Management | - | | | | |
| Total Credit Points | | | 80 | 15 | |