



International Program

MM

MARKETING AND MANAGEMENT

The MM program aims to offer practical, in-depth knowledge adapted to apply in Asia, and often goes against the textbook.

APPLY NOW

TEL 02 206 2000 ext. 3104

<http://admission.cm.mahidol.ac.th>





International Program MARKETING AND MANAGEMENT



Marketing is an essential part of enhancing business success. With the competitive scene increasingly moving to become international, and with more and more players, the need for specialized marketing skills continues to grow. Functional differentiation is not a guarantee of success. Learning and applying marketing skills will help you rise above your competition and enhance your effectiveness.

Marketing is a language, a way to learn about consumer wants and needs and offer them products and services that they desire. What should we make? How should we brand it? What should we say when advertising?

By studying marketing at CMMU, MM students will tap into state-of-the-art knowledge and theories from around the world. While many theories are from abroad, they are customized to fit applications within Thai and Asian societies.

WHO SHOULD TAKE THIS SPECIALIZATION

If you are interested in understanding consumer behavior so that you can develop more effective branding and marketing communications, this program is the right option for you. Elective classes are offered to help expand your abilities, such as international marketing and digital marketing. The teaching is a blend of theory and practice, with an emphasis on practical application in the real world.

CAREER OPPORTUNITIES

Those working (or interested) in areas such as marketers or marketing managers, digital marketing, those in advertising, consumer analysts, market researchers, product analysts, or retail marketers.

DUAL DEGREE OPTION

Second Degree from UTS Sydney

The qualified students in the Marketing and Management (MM) program have the opportunity to study at UTS in Sydney, Australia, which is one of the world's leading international business schools. CMMU MM students can earn a second Masters degree (Masters in Marketing) by studying at UTS for at least one term and taking at least 4 courses in the Masters in Marketing Program at UTS.

Students are required to take four more subjects at UTS. (Subject to change)

- Marketing Channel Management
- Marketing Analytics
- Pricing and Revenue Management
- Business Project: Marketing

Dual Degree from Macquarie University Sydney

MM students have the opportunity to study 3 terms at CMMU and then continue their studies at Macquarie University, Sydney, Australia for 1 year. They will receive a Masters of Management from CMMU and a Masters of Commerce with a specialization in Marketing from Macquarie University. A partial scholarship is available from Macquarie University for this program.

Core Course 1	Core Course 4	Core Course 7	Comprehensive Examination	Capstone Project	
Core Course 2	Core Course 5	Specialization 1		Specialization 3	Elective 2
Core Course 3	Core Course 6	Specialization 2		Elective 1	Free Elective
Term 1	Term 2	Term 3		Term 4	Term 5

Note: This structure is the normal curriculum structure. It may change without prior notice. Please check with the program educator.

Core Courses (7 subjects, 21 credits)

- Strategic Marketing Management
- Financial Management
- Strategic Management
- Managing People in Organizations
- Asian Economy in the Global Context
- Managing Business Information and Emerging Technologies
- Decision Skills (only for thematic paper track)
- Business and Management Research (only for thesis track)

Specialization Courses (3 subjects, 9 credits)

- Research Methodology in Marketing
- Consumer Behavior
- Strategic Brand Management

Electives (select 3 subjects, 9 credits)

- Retail Marketing
- Advertising
- Digital Marketing
- Cross-cultural Management
- Business Creativity
- Consulting Tools for Sustainability
- Sustainability Strategy

Capstone Project (Total 6 credits)

Total 45 credits

Successful completion of the Masters Program requires:

- Students must maintain an overall GPA of at least 3.0
- Pass the written comprehensive examination
- TOEFL ITP score of 520+ prior to graduation (Equivalent to TOEFL IBT 68, IELTS 5.0 or MU GRAD TEST 70)

Remark: There may be other graduation requirements as indicated in the student manual or by the announcement of the College of Management Mahidol University.