



Master of Marketing (Domestic students)

Program code 5629	Admission requirements Related Bachelor degree or higher	Commencing in Trimester 1 and Trimester 2
Available at Gold Coast Campus, Nathan Campus, Online	(more)	Next start date Trimester 1, 2025 (more)
Duration 1 to 1.5 years full-time 3 years part-time		Applications close Monday, 10 February 2025 Apply Now
Credit points 120		
Indicative fee \$31,000.00* per year (more) * 2024 indicative annual fee		

Degree requirements: Students who started Trimester 1 - 2025

For the award of *Master of Marketing (MMark)*, if eligible to complete this program in **1 year** you must acquire 80 credit points as prescribed below:

- **Pathway 1 (1 year - Griffith Graduate Certificate in Marketing OR related Bachelor degree AND minimum 2 years relevant professional experience)**
- 80 credit points for the Core Module.

For the award of *Master of Marketing (MMark)*, if eligible to complete this program in **1.5 years** you must acquire 120 credit points as prescribed below:

- **Pathway 2 (1.5 years - any Bachelor degree)**
- 40 credit points for the Foundation Module; AND
- 80 credit points for the Core Module.
- **Pathway 3 (1.5 years - related Bachelor degree)**
- 80 credit points for the Core Module; AND
- 40 credit points for the Flexible Module.

This degree may be awarded with Distinction where a student achieves a minimum program GPA of 6.5 with no failed courses. The words "This award was achieved with Distinction" will be recorded on the testamur. Australian Qualifications Framework (AQF) Level and Type The Australian Qualifications Framework (AQF) is the national policy for regulated qualifications in Australian education and training. This qualification is accredited as an AQF Level 9 - Masters Degree (Coursework).

Program learning outcomes

Program learning outcomes

Program Learning Outcomes communicate to the community the value of the Griffith educational experience as benchmarked against national qualification standards.

Program Learning Outcomes for this award describe the knowledge, skills and the application of knowledge and skills you will acquire through studying the Griffith program of your choice.

Course list: Students starting Trimester 1 - 2025

Course offering information in program structures is a guide only. Please check the actual offering information in the Course Catalogue.

Program Options

Trimester	Course code	Requirement	Course title	CP
Tri 1,2			Pathway 1 (1 year - related degree and work experience) (see Note 1)	80
			OR	
Tri 1,2			Pathway 2 (1.5 years - any Bachelor degree)	120
			OR	
Tri 1,2			Pathway 3 (1.5 years - related Bachelor degree)	120

Note 1: Pathway 1 (1 year - Griffith Graduate Certificate in Marketing OR related Bachelor degree AND minimum 2 years relevant professional experience).

Pathways (3 available)

Pathway 1 (1 year - related degree and work experience)

Course offering information in program structures is a guide only. Please check the actual offering information in the Course Catalogue.

Core Module

You must complete the following:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2	7205MKT		Brand Strategy and Management	10
Tri 1,2	7210MKT		Advanced Consumer Behaviour	10
Tri 1,2	7032MKT		Strategic Marketing	10
Tri 1,2	7033MKT		Marketing Analytics	10
Tri 1,2	7034MKT		Marketing Futures (offer from T2 2024)	10
Tri 1,2	7040MKT		Digital Marketing and AI	10

You must complete 20 credit points from the following:

Trimester	Course code	Requirement	Course title	CP
Tri 1,3	7001MKT		Corporate Communications	10
Tri 1,2	7004MKT		Marketing for Social Change	10
Tri 1,2,3	7009GBS		Co-Design Incubator	10
Tri 1	7026MKT		International Marketing (offered GC: odd years; NA: even years)	10
Tri 2	7031MKT		Digital Customer Journey and Relationship Management (offered GC: even years; NA: odd years) (not offered in T2 2024)	10

Pathway 2 (1.5 years - any degree)

Course offering information in program structures is a guide only. Please check the actual offering information in the Course Catalogue.

Foundation Module

You must complete the following:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2,3	7003MKT		Marketing Foundations	10
Tri 1,2	7207MKT		Market Research	10
Tri 1,2	7209MKT		Integrated Marketing Communication	10
Tri 1,2	7206MKT		Services Marketing	10

Core Module

You must complete the following:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2	7205MKT		Brand Strategy and Management	10
Tri 1,2	7210MKT		Advanced Consumer Behaviour	10
Tri 1,2	7032MKT		Strategic Marketing	10
Tri 1,2	7033MKT		Marketing Analytics	10
Tri 1,2	7034MKT		Marketing Futures (offer from T2 2024)	10
Tri 1,2	7040MKT		Digital Marketing and AI	10

You must complete 20 credit points from the following:

Trimester	Course code	Requirement	Course title	CP
Tri 1,3	7001MKT		Corporate Communications	10
Tri 1,2	7004MKT		Marketing for Social Change	10
Tri 1,2,3	7009GBS		Co-Design Incubator	10
Tri 1	7026MKT		International Marketing (offered GC: odd years; NA: even years)	10
Tri 2	7031MKT		Digital Customer Journey and Relationship Management (offered GC: even years; NA: odd years) (not offered in T2 2024)	10

Pathway 3 (1.5 years - related degree)

Course offering information in program structures is a guide only. Please check the actual offering information in the Course Catalogue.

Core Module

You must complete the following:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2	7205MKT		Brand Strategy and Management	10
Tri 1,2	7210MKT		Advanced Consumer Behaviour	10
Tri 1,2	7032MKT		Strategic Marketing	10
Tri 1,2	7033MKT		Marketing Analytics	10
Tri 1,2	7034MKT		Marketing Futures (offer from T2 2024)	10
Tri 1,2	7040MKT		Digital Marketing and AI	10

You must complete 20 credit points from the following:

Trimester	Course code	Requirement	Course title	CP
Tri 1,3	7001MKT		Corporate Communications	10
Tri 1,2	7004MKT		Marketing for Social Change	10
Tri 1,2,3	7009GBS		Co-Design Incubator	10
Tri 1	7026MKT		International Marketing (offered GC: odd years; NA: even years)	10
Tri 2	7031MKT		Digital Customer Journey and Relationship Management (offered GC: even years; NA: odd years) (not offered in T2 2024)	10

Flexible Module

You must complete 40 credit points for the Flexible Module:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2			Dissertation	40
			OR	
Tri 1,2			Electives	40

Dissertation

You must advise the Program Director about your intention to enrol in dissertation courses at least one trimester in advance of your expected enrolment.

Eligibility to undertake the Dissertation will be determined by the Program Director and will be subject to the following criteria:

- attained a minimum GPA of 5.5 across the core courses and
- lodged a completed *Nomination of Dissertation Topic and Supervisor form* and
- the suitability of the proposed dissertation topic and the resources available to support the candidature including availability of appropriate supervision.

If eligible to undertake the Dissertation you must complete the following:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2	7010GBS		Research Design	10
Tri 1,2	8002GBS_P1		Business Dissertation	10
Tri 1,2	8002GBS_P2		Business Dissertation	10
Tri 1,2	8002GBS_P3		Business Dissertation	10

Electives (1 available)

Electives

You can complete elective courses from the list below AND/OR electives from other parts of the university that are relevant to your program of study. This option requires prior consultation with (and approval from) the Program Director.

Elective courses may be available at multiple campuses and during a different trimester. Click on the course code to find out more information on where and when the course is offered.

Trimester	Course code	Requirement	Course title	CP
Tri 2,3	7112IBA		Globalisation and Corporate Social Responsibility	10
Tri 1,3	7121IBA		Leadership for Sustainable Business	10
Tri 2	7230ICT		Big Data Analytics and Social Media	10
			courseLineOperator	
Tri 2	7030ICT		Introduction to Big Data Analytics	10
Tri 1,2,3	7004GBS		PG Business Internship I	10
Tri 3	7007GBS		PG Global Mobility Internship II	20
Tri 1,2,3	7510LFC		Community Internship and Partnerships for SDGs	10
Tri 2	7334THS		Sport and Social Media	10
Tri 1	7343THS		Sport and Event Consumer Experiences	10