



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		

How to apply

You can apply [directly to Griffith University](#) for entry into this program. To begin your application, add this program to your shortlist.

Apply online

Next intake (Gold Coast Campus, Nathan Campus, Online)	Applications close
Trimester 1, 2025	Monday, 10 February 2025
Orientation commences Monday, 24 February 2025	

Check the **eligibility requirements** in the sections on this webpage.

Can I apply?

Admission requirements

To be eligible for admission to the **Master of Marketing** you must have one of:

Pathway 1 - 1 year program (80CP):

- A recognised Bachelor degree (or higher) in a *related discipline with a minimum grade point average of 4.0 using a 7.0 scale; AND a minimum 2 years full-time (or equivalent) relevant ^professional experience; OR
- A Griffith Graduate Certificate in Marketing with a minimum grade point average of 4.0 using a 7.0 scale.

Pathway 2 - 1.5 year program (120CP):

- A recognised Bachelor degree (or higher) in any discipline with a minimum grade point average of 4.0 using a 7.0 scale; OR
- A combination of alternative admission criteria such as formal, informal, and non-formal learning deemed to be equivalent to the above.

Pathway 3 - 1.5 year program (120CP):

- A recognised Bachelor degree (or higher) in a *related discipline with a minimum grade point average of 4.0 using a 7.0 scale; OR
- A combination of alternative admission criteria such as formal, informal, and non-formal learning deemed to be equivalent to the above.

*Related Discipline: Marketing, Advertising, PR, Sales, Economics, Media Studies, Communication, International Business, Tourism

^Professional Experience: Marketing, Advertising, Sales, Customer Relationship Management, Digital Marketing, Social Media Marketing, Market Research, Brand Management, Communications, Content Marketing, PR. Roles requiring technical, specialist expertise or managerial/decision making functions with a broad knowledge of and/or skills in marketing and/or business; key concepts or principles in marketing and/or business are also considered professional experience.

Language requirements

English language requirements apply to International applicants and other applicants whose previous study was undertaken in a language other than English. The minimum English language requirements for such applicants for entry to these programs are described [below](#).

Credit and recognition of prior learning

Griffith University awards credit for prior learning which may relate to prior formal learning or prior informal and non-formal learning. For more information see [below](#).

What is the application process?

How to apply

To apply, add this program to your shortlist at the top of this page or [apply for this program now](#) (a maximum of three preferences is allowed).

Griffith will assess your first preference and will **only** assess subsequent preferences if you are not successful.

Once you have submitted your application, you will be sent an email about how to track your application.

For a full list of your incomplete or submitted applications, please [view your application list](#).

What are the language requirements?

Language requirements

English language requirements apply to International applicants and other applicants whose previous study was undertaken in a language other than English. The minimum English language requirements for such applicants for entry to this program are as follows:

- A minimum overall band score of 6.5 on IELTS (Academic) with no sub-score of less than 6.0
- OR a minimum score of 575 on TOEFL
- OR an internet-based (iBT) TOEFL score of 79 (no sub-score less than 19)
- OR no score less than 3+ in each skill of the ISLPR (conducted by ISLPR Language Services only)
- OR a minimum overall score of 176 (no score less than 169) on C1 Advanced (formerly Cambridge Certificate in Advanced English) **or** C2 Proficiency (formerly Cambridge Certificate of Proficiency in English)
- OR an overall score of 58 in the Pearson Test of English (Academic) with no score less than 50.

English test results must be no more than two years old.

International students who successfully complete the [Direct Entry Program \(DEP\)](#) will satisfy the English Language requirements for this Griffith degree.

The Direct Entry Program (DEP) is not available for Domestic students.

Applicants should refer to the English language requirements section of the following University procedure for exceptions to these overall requirements:

- [Admission Procedure](#)

If you do not meet the University's specified English language requirements, you may wish to contact the Griffith English Language Institute to increase your eligibility for entering a Griffith University program. This Institute offers a number of English language and other courses at both its Brisbane and Gold Coast branches.

- [Griffith English Language Institute](#)

Can I apply for credit?

Credit and recognition of prior learning

Griffith University grants credit and recognition of prior learning which may relate to prior formal learning or prior informal and non-formal learning. For more information, please visit the following website:

- [Credit transfer](#)

Griffith's innovative Credit Precedent Database allows you to find out what credit decisions have been made in the past. These precedents will give you an idea of what you can expect.

- [View credit precedents for this program](#)