



Master of Marketing (International students)

Program code 5629	Admission requirements Related Bachelor degree or higher	CRICOS code 082407J
Available at Gold Coast Campus, Nathan Campus, Online	(more)	Commencing in Trimester 1 and Trimester 2 Apply Now
Duration 1 to 1.5 years full-time 3 years part-time (online only)		
Credit points 120		
Indicative fee \$37,000.00* per year (more) * 2024 indicative annual fee		

How to apply

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.

Study option

If you do not meet the academic entry criteria, you may be able to study the **Masters Qualifying Program (9354)** and qualify for entry into this Masters degree.

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

An international student is a person who is not Australian citizen, a New Zealand citizen, a Pacific Engagement visa holder or the holder of a permanent resident/humanitarian visa.

This program is available to International students for **study in Australia at Griffith University or via online study** as follows:

- Students coming to Australia will require a student visa or another type of visa which does not preclude them from studying in Australia.
- Students in Australia on a student visa may not complete more than 30% of the program via online study.
- Students in Australia and not on a student visa may undertake more than 30% of the program via online study.
- Students can apply to study online outside Australia without any visa requirements.

You can apply for admission [online](#) OR via a Griffith University [registered agent](#).

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](#)