



## 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

## About this program

Marketing is fast-paced, exciting and always challenging. It is an ideal career if you are creative, analytical and a good communicator. You will gain a solid base of knowledge and expertise in the latest techniques and technologies in consumer behaviour, market research and integrated marketing communications.

The Master of Marketing program builds on this foundation, where you will learn advanced marketing principles, best practice and new approaches to build customer relationships. Your studies will enable you to think strategically about value, positioning and competitive advantage in a global context through branding and digital marketing applications.

Griffith University offers a number of study options for Marketing including on-campus and online.

| Code        | Program title                                     | Campus                            | Intake                             |
|-------------|---|-----------------------------------|------------------------------------|
| 3068        | <a href="#">Graduate Certificate in Marketing</a> | Gold Coast, Nathan, Online        | Trimester 1 and Trimester 2        |
| <b>5629</b> | <b>Master of Marketing (this program)</b>         | <b>Gold Coast, Nathan, Online</b> | <b>Trimester 1 and Trimester 2</b> |

Note: Progression through this program suite is dependent upon satisfying admission requirements.

## My attendance during the program

### Attendance information

Master of Marketing is offered full-time at the Nathan and Gold Coast campuses.

This program is also offered online. The online program is not available to International students studying in Australia on a student visa.

If you are an International student on a student visa, you must ensure that you enrol in a way that will allow you to complete your enrolment within the expected program duration as stated on your Confirmation of Enrolment (CoE). You will be classed as a part-time student if you enrol in less than 30 credit points per trimester.

## My career opportunities

### My career opportunities

Marketing offers variety like few other professions, and you may find career opportunities in fast moving consumer goods, tourism, the entertainment industry, public relations and advertising. With a postgraduate qualification, you will be well prepared for senior management positions in marketing, as well as specialist or consulting roles.

## Program accreditation

### Program accreditation

The Master of Marketing is accredited by the [Australian Marketing Institute](#).

## What are the fees?

### International students

An International student is one who is not:

- an Australian or New Zealand citizen or
- a Pacific Engagement visa holder or
- a person who has Australian permanent resident status.

### Indicative annual tuition fee

The indicative annual tuition fee is calculated based on a standard full-time study load which is usually 80 credit points (two full-time trimesters).

The indicative annual tuition fee is based on current conditions and available data and should only be used as a guide. These fees are reviewed annually and are subject to change.

### Tuition fees

- An International student pays tuition fees.
- Students are liable for tuition fees for the courses they are enrolled in as at the census date.
- The tuition fee for students who commence their program prior to 2014 is charged according to the approved program fee for the trimester in which the student commenced the program.
- The tuition fee for students who commence their program from 2014 onwards is charged according to the approved program fee for the trimester in which the student is enrolled.

### Program fees for the Master of Marketing (5629)

Fees for this program can be found on the Programs and Courses website in the "Overview and fees" section. Select your commencing year to view your fees.

### Changing programs

If an International student changes to a different program they will be subject to the approved program fee for the trimester in which they are enrolled.

### Permanent resident status

If an **undergraduate student** obtains permanent resident status in Australia after commencing study in a program, and the student can provide evidence of permanent resident status prior to the census date (of the trimester in which they are enrolled), the student will be provided with a domestic fee-paying place.

The student may then apply for a Commonwealth supported place at the next admission period provided that the student satisfies the conditions for transfer from a domestic fee-paying place to a Commonwealth supported place as set out in the [Undergraduate Programs Admission Policy](#).

If a **postgraduate student** obtains permanent resident status in Australia after commencing study in a program, and the student can provide evidence of permanent resident status prior to the census date (of the trimester in which they are enrolled), the student will automatically be considered for a Commonwealth supported place (subject to availability) or a domestic fee-paying place as applicable for the program.

If a **research student** obtains permanent resident status in Australia after commencing study in a program, and the student can provide evidence of permanent resident status prior to the census date (of the trimester in which they are enrolled), the student will automatically be considered for a Commonwealth Government Research Training Program (RTP) Fee Offset or a domestic fee-paying place as applicable for the program.

### Further information

- [Fees and Charges Procedure](#)
  - 3.6 - Fees for International Students
  - 3.9 - Administrative and Miscellaneous Charges
  - [Fees and Charges Schedules](#)
- [Cost of studying in Australia](#)

### Additional fee information

Throughout your program you may be required to pay for the following items:

Expenses associated with field trips and placements.