



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 2, 2024 [\(more\)](#)

Duration

1 to 1.5 years full-time

3 years part-time

Applications close

Monday, 24 June 2024

Credit points

120

[Apply Now](#)

Indicative fee

\$31,000.00* 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 | Graduate Certificate in Marketing | Gold Coast, Nathan, Online | Trimester 1 and Trimester 2 |
| 5629 | Master of Marketing (this program) | Gold Coast, Nathan, Online | Trimester 1 and Trimester 2 |

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

My attendance during the program

Attendance information

The Master of Marketing is offered full-time and part-time at the Nathan and Gold Coast campuses. This program is also offered online. You may choose to study courses at other campuses, online or a combination of both if or where the program structure allows.

You will be classed as a part-time student if you enrol in less than 30 credit points per trimester.

Student Income Support

To be classed as a full-time student, you are required to enrol in a minimum number of credit points each standard study period. The minimum credit points for full-time enrolment in this program is 30 credit points.

Trimester 1 and Trimester 2 are deemed standard study periods. As Trimester 3 is a non-standard study period, continuing students moving from one year to the next will not be required to study during this trimester to be eligible for student income support.

Domestic students who commence in Trimester 3 may be eligible for student income support from the onset of study provided they are enrolled full-time in this study period.

Please refer to the [Australian Government website](#) for more details.

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?

Fee-paying postgraduate (domestic) students

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.

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

- A fee-paying postgraduate 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.

Tuition fees for your degree program

- [Calculating tuition fees](#)

Changing programs

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

Further information

- [Calculating your EFTSL](#)
- [Fees and Charges Procedure](#)
 - [Fees and Charges Schedules](#)
- [Higher Education Loan Program \(HELP\)](#)
- [Financial help and support](#)

Additional fee information

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

Expenses associated with field trips and placements.