



Master of Marketing/Master of International Tourism and Hospitality Management (Domestic students)

Program code 5716	Admission requirements Related Bachelor degree or higher (more)	Commencing in Trimester 1 and Trimester 2
Available at Gold Coast Campus, Online		Next start date Trimester 1, 2025 (more)
Duration 2 years full-time 4 years part-time		Applications close Monday, 10 February 2025 Apply Now
Credit points 160		
Indicative fee \$31,500.00* per year (more) * 2024 indicative annual fee		

Degree requirements: Students who started Trimester 1 - 2025

To be eligible for the award of *Master of Marketing/Master of International Tourism and Hospitality Management* (MMkt/MIntTourHospMgt), a student must complete 160 credit points including:

- 20 credit points from the listed Marketing electives, and
- 10 credit points from the listed International Tourism and Hospitality Management electives.

Students who wish to exit with one qualification (rather than completing the double degree) will be required to transfer to the relevant single degree and satisfy all the requirements of that award.

Notwithstanding the amount of credit which may be given towards a double Masters degree, a student will be required to complete a minimum of 60 credit points of courses from each of the degree programs in order to be awarded the double Masters degree.

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. The Master of International Tourism and Hospitality Management and the Master of Marketing are accredited as an AQF Level 9 - Masters Degree (Coursework).

Program learning outcomes

Program learning outcomes

[Program Learning Outcomes](https://www.griffith.edu.au/__data/assets/pdf_file/0017/134522/PLO-general-advice.pdf) communicate to the community the value of the Griffith educational experience as benchmarked against national qualification standards.

Program Learning Outcomes for the [Master of Marketing](https://www.griffith.edu.au/__data/assets/pdf_file/0021/230637/MMarketing-PLO-L9.pdf) and [Master of International Tourism and Hospitality Management](https://www.griffith.edu.au/__data/assets/pdf_file/0023/230594/MInt-Tourism-Hospitality-Mgt-PLO-L9.pdf) 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.

Courses in this program are available at multiple campuses. Click on the **course code** to find out more information on where and when the course is offered.

Students must complete the following:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2	7209MKT		Integrated Marketing Communication	10
Tri 1,2	7033MKT		Marketing Analytics	10
Tri 1,2	7210MKT		Advanced Consumer Behaviour	10
Tri 1,2	7201THS		Tourism and Hospitality Operations Management	10
Tri 1,2	7205MKT		Brand Strategy and Management	10
Tri 1,2	7207MKT		Market Research	10
Tri 1,2	7032MKT		Strategic Marketing	10
Tri 1,2	7204THS		Competitiveness, Strategy and Risk Management	10
Tri 1,2,3			Electives	30
Tri 1,3	7202THS		The Hospitality Experience	10
Tri 1,3	7205THS		Managing the Tourism and Hospitality Workforce	10
Tri 1,2,3	7218THS		Manage Tourism and Hospitality Information	10
Tri 1,2	7234THS		Tourism Product Design, Innovation and Digitization	10
Tri 1,2	7252THS		Tourism and Hospitality Revenue Management	10

Electives (1 available)

Listed electives

Students must complete 20 credit points of Marketing (MKT) electives and 10 credit points of International Tourism and Hospitality Management (ITH) electives. Students may also substitute electives courses for work-integrated learning (WIL) courses or choose to complete electives from other parts of the University that are relevant to their program of study. These options require prior consultation with (and approval from) the Program Director.

Trimester	Type	Course code	Requirement	Course title	CP
Tri 1	MKT	7026MKT		International Marketing (GC odd years; NA even years) (offered online in 2020)	10
Tri 1	ITH	7337THS		Managing Sport Venues and Facilities (offered GC only)	10
Tri 1	ITH	7346THS		Industry Practicum (not offered from 2022)	10
Tri 1	ITH	7343THS		Sport and Event Consumer Experiences (offered GC only)	10
Tri 1	ITH	7226THS		Tourism Field Study	10
Tri 1,2	ITH	7227THS		Event Coordination and Logistics	10
Tri 1,2	MKT	7004MKT		Marketing for Social Change	10
Tri 1	MKT	7030MKT		Innovation for Growth (not offered from 2021)	10
Tri 1,2 or 3	WIL	7009GBS		Co-Design Incubator	10
Tri 1,2	MKT	7040MKT		Digital Marketing and AI	10
Tri 1,2 or 3	WIL	7004GBS		PG Business Internship I (offered NA & GC)	10
Tri 1,2 or 3	WIL	7005GBS		PG Business Internship II (offered NA & GC)	20
Tri 1,3	ITH	7121IBA		Leadership for Sustainable Business	10
Tri 1,2,3	WIL	7510LFC		Community Internship and Partnerships for SDGs	10
Tri 1,3	MKT	7001MKT		Corporate Communications	10
Tri 1,2,3	MKT	7003MKT		Marketing Foundations	10
Tri 2	MKT	7031MKT		Digital Customer Journey and Relationship Management (offered GC even years; NA odd years) (not offered in T2 2024)	10
Tri 1,2	MKT	7206MKT		Services Marketing (online only in 2020)	10
Tri 2	MKT	7208MKT		Interactive Branding (not offered from 2019)	10
Tri 2	MKT	7107MKT		Franchising (not offered from 2022)	10
Tri 2,3	MKT	7112IBA		Globalisation and Corporate Social Responsibility	10
Tri 2	ITH	7334THS		Sport and Social Media (offered GC only)	10
Tri 2	ITH	7254THS		Managing Volunteers for Sport and Events (offered GC only)	10
Tri 2	ITH	7231THS		Sustainable Event Operations and Management	10
Tri 2	ITH	7228THS		Business Event Management	10
Tri 2,3	ITH	7002GIR		Government-Business Relations in Global Context	10
Tri 3	WIL	7007GBS		PG Global Mobility Internship II	20
Tri 3	ITH	7008THS		Cruise Industry Experience	10