



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

Program code

5716

Admission requirements

Related Bachelor degree or higher

CRICOS code

096287G

Available at

Gold Coast Campus, Online

[\(more\)](#)

Commencing in

Trimester 1 and Trimester 2

[Apply Now](#)

Duration

2 years full-time

4 years part-time (online only)

Credit points

160

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/Master of International Tourism and Hospitality Management**, a student must hold:

- a related Bachelor degree (or equivalent) from a recognised University (or another tertiary education institution of equivalent standing) with a minimum GPA of 4.0 (using a 7.0 scale); OR
- a related Graduate Certificate (or equivalent) from a recognised University (or another tertiary institution of equivalent standing) with a minimum GPA of 4.0 (using a 7.0 scale).

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**.

International students applying to study on-campus in Australia will require a student visa or another type of visa which does not preclude them from studying in Australia.

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](#)