



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

Program code 5716	Admission requirements Related Bachelor degree or higher	Commencing in Trimester 1 and Trimester 2
Available at Gold Coast Campus, Online	(more)	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		

About this program

The Master of Marketing/Master of International Tourism and Hospitality Management double degree program will provide you with an understanding of strategic marketing and operational considerations, enabling you to critically analyse and make managerial decisions within the rapidly expanding and dynamic, global services industry environment. This double degree program enables you to graduate with two postgraduate qualifications at a Masters level and take the next step in your career.

The Master of International Tourism and Hospitality Management develops skills essential for managerial-level professionals in the services industry including advanced business acumen, strategic insight, high-level management skills and specialised industry knowledge - underscored by sustainability principles.

You will expand on your core business skills in areas such as financial planning, hospitality management and human resource management and enhance these with an understanding of how to manage in a culturally diverse context.

The Master of Marketing enables you to develop and build on a solid foundation of marketing principles and industry best practice. You will learn how to apply the latest marketing techniques and technologies to areas such as consumer behaviour, market research and integrated marketing communications. Your studies will also show you how to think strategically about value, positioning and competitive advantage in a global context through branding and digital marketing applications.

A highlight of this program is the integration of theory and practical application throughout your study.

My attendance during the program

Attendance information

This program is offered at the Gold Coast and Online campuses. Some courses are also offered at the Nathan campus. You may choose to study courses at other campuses or online where the program structure allows. You may also choose to study the program part-time.

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

You may find career opportunities in any industry or organisation that needs to promote its products or services, including entertainment and fashion, tourism, advertising, public relations, and business consulting. You might work as a brand manager, marketing manager, advertising account manager, market research analyst, public relations manager, or sales manager. Careers for skilled marketers can be found in the public, private or not-for-profit sectors.

International Tourism and Hospitality Management

You will be well prepared for work in a range of international tourism and hotel management roles, including in hotel and resort groups and the accommodation sector. You may also find career opportunities in:

- convention and event organisations
- international tourism and hotel management roles
- government departments
- hospitality entertainment services
- international tourism and hotel management roles
- retail travel
- theme parks and attractions
- tourism authorities.

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/Master of International Tourism and Hospitality Management (5716)

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.