



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

Program code 5716	Admission requirements Related Bachelor degree or higher (more)	CRICOS code 096287G
Available at Gold Coast Campus, Online		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		

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 where the program structure allows.

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).

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?

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/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.

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 [Fees and Charges Procedure](#).

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.