



Master of Marketing/Master of International Business (Domestic students)

Program code 5717 Available at Nathan Campus, Online Duration 2 years full-time 4 years part-time Credit points 160 Indicative fee \$30,000.00* per year (more) * 2024 indicative annual fee	Admission requirements Related Bachelor degree or higher (more)	Commencing in Trimester 1, Trimester 2 and Trimester 3 Next start date Trimester 3, 2024 (more) Applications close Monday, 21 October 2024 Apply Now
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Degree requirements: Students who started Trimester 3 - 2024

To be eligible for the award of *Master of Marketing/Master of International Business* (MMkt/MIntBus), a student must successfully complete 160 credit points including:

- 40 credit points from the listed 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 Business and the Master of Marketing are accredited as an AQF Level 9 - Masters Degree (Coursework).

Program learning outcomes

Program learning outcomes

Program Learning Outcomes 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** and **Master of International Business** 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 3 - 2024

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 2	7125IBA		Engaging with International Business	10
Tri 1,2	7207MKT		Market Research	10
Tri 1	7928IBA		The Culturally Competent Workforce	10
Tri 1	7124IBA		The Digital Economy	10
Tri 1	7921IBA		International Business Dynamics	10
Tri 1,2,3			Listed electives	40
Tri 1,2	7032MKT		Strategic Marketing	10
Tri 2	7004IBA		Trade, Strategy and Risk in Asia	10
Tri 2,3	7008IBA		Global Business Strategy	10
Tri 1,2	7210MKT		Advanced Consumer Behaviour	10
Tri 1,2	7205MKT		Brand Strategy and Management	10

Electives (1 available)

Listed electives

Trimester	Course code	Requirement	Course title	CP
Tri 1	7026MKT		International Marketing	10
Tri 1,2	7111AFE		Accounting and Governance	10
Tri 1,2	7024EHR		International and Comparative Human Resource Management and Employment Relations	10
Tri 1,2	7004MKT		Marketing for Social Change	10
Tri 1,2	7040MKT		Digital Marketing and AI	10
Tri 1,2 or 3	7004GBS		PG Business Internship I	10
Tri 1,2 or 3	7009GBS		Co-Design Incubator	10
Tri 1,2,3	7510LFC		Community Internship and Partnerships for SDGs	10
Tri 1,3	7001MKT		Corporate Communications	10
Tri 1,2,3	7003MKT		Marketing Foundations	10
Tri 2	7012GIR		Democracy, Business and Corruption in Asia	10
Tri 2	7924IBA		Negotiation Strategy and Skill	10
Tri 2	7031MKT		Digital Customer Journey and Relationship Management (not offered in T2 2024)	10
Tri 1,2	7206MKT		Services Marketing	10
Tri 2	7107MKT		Franchising (not offered from 2022)	10
Tri 2,3	7112IBA		Globalisation and Corporate Social Responsibility	10
Tri 3	7007GBS		PG Global Mobility Internship II	20
Tri 1	7013IBA		Politics of the Global Economy (not offered from 2023)	10
Tri 1	7102IBA		Strategic Supply Chain Management	10
Tri 2	7103IBA		Global Business Logistics	10
Tri 1,3	7121IBA		Leadership for Sustainable Business	10

Note: Students may also choose electives from other parts of the university that are relevant to their program of study. This option requires prior consultation with (and approval from) the Program Director.