



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

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| Program code 5717 | Admission requirements Related Bachelor degree or higher (more) | CRICOS code 096286J |
| Available at Nathan Campus, Online | | Commencing in Trimester 1, Trimester 2 and Trimester 3 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 | | |

Degree requirements: Students who started Trimester 2 - 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

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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 2 - 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.