



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

<b>Program code</b> 5717	<b>Admission requirements</b> Related Bachelor degree or higher <a href="#">(more)</a>	<b>Commencing in</b> Trimester 1, Trimester 2 and Trimester 3
<b>Available at</b> Nathan Campus, Online		<b>Next start date</b> Trimester 2, 2024 <a href="#">(more)</a>
<b>Duration</b> 2 years full-time 4 years part-time		<b>Applications close</b> Monday, 24 June 2024 <a href="#">Apply Now</a>
<b>Credit points</b> 160		
<b>Indicative fee</b> \$30,000.00* per year <a href="#">(more)</a> * 2024 indicative annual fee		

### About this program

The Master of Marketing/Master of International Business double degree program gives graduates a unique understanding of how to market strategically and create a competitive advantage in today's global economy. This double degree program enables you to graduate with two postgraduate qualifications at a Masters level and take your career to the next level. Our graduates have careers with some of the worlds biggest brands and have the skills to work collaboratively with teams located in major cities all over the world.

The Master of Marketing enables you to 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.

The Master of International Business will enhance your business acumen in an international context - with a focus on Asia. With a strong emphasis on strategic analysis in different regional contexts, you will develop the thought leadership and modern business skills that are vital in today's global economy. Your studies will enable you to critically examine the social, cultural and political dimensions of global business and how to successfully implement sustainable business practices within this dynamic trade environment.

There are also exciting opportunities for students to participate in internships and study tours through Griffiths worldwide alliances.

### My attendance during the program

#### Attendance information

This program is 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 Business

You will be well prepared to work with international trade and investment organisations or in the public and private sectors in management, strategic planning, research, corporate government relations, global operations and public relations.

## 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 Business (5717)

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.