



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

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		

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 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 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?

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 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.

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.