



Obtain a professional Franchising qualification

Complete the [Franchising course](#) at Griffith University

Who should enrol: Franchisor corporate office staff, franchisees, franchising professionals

Format:

- The course is equivalent to one semester (13 weeks) but may be completed faster or slower
- Study on campus or by distance education (Internet) at your own pace
- Postgraduate level recognition
- May be credited towards subsequent postgraduate study programs at Griffith University (eg Graduate Certificate in Franchising, MBA or Master of Marketing)
- Cost: \$1827.50 (Australian residents) \$2130.00 (International) subject to change
- If your studies are relevant to your paid work, your fees are fully tax-deductible
- Qualification: Certificate in Franchising, Griffith University
- Next intake: July (apply by 30 June)

Content:

An introductory, but advanced level, overview of franchising. Topics include:

- History of franchising
- Theoretical models of franchising
- Legal overview
- Franchising relationships
- Conflict resolution
- Franchisee motivation and management
- Franchise system management and control
- Franchise fees
- System growth and expansion techniques
- International franchising

For enrolment information or further course details, including a comprehensive course outline, please contact the convenor:

Professor Lorelle Frazer, Dean (Learning and Teaching)
Griffith Business School, Griffith University
Logan Campus, University Drive, Meadowbrook Q 4131, Australia
Tel: (07) 3382 1179 Fax: (07) 33821190 Email: L.Frazer@griffith.edu.au