



Bachelor of Advanced Digital Marketing and Analytics (Honours) (Domestic students)

Program code

1686

Commencing in

Trimester 1, Trimester 2 and Trimester

Available at

Gold Coast Campus, Nathan Campus,
Online

3

Duration

4 years full-time

8 years part-time

Credit points

320

Degree requirements: Students who started Trimester 1 - 2025

For the award of *Bachelor of Advanced Digital Marketing and Analytics (Honours)* [*BAdvancedDigitalMarkAnalytics(Hons)*], you must successfully complete 320 credit points, made up of:

- 240 credit points for the core module
- 80 credit points for the flexible module

For Domestic students required to complete the English Language Enhancement Course

For the award of *Bachelor of Advanced Digital Marketing and Analytics (Honours)* [*BAdvancedDigitalMarkAnalytics(Hons)*], you must successfully complete 320 credit points, made up of:

- 10 credit points for the English Language Enhancement course (5901LHS)
- 240 credit points for the core module
- 70 credit points for the flexible module

Other program requirements

You must successfully complete:

- no more than 120 credit points of Level 1 courses (the first digit of a course code denotes the level);
- at least 60 credit points of Level 3 courses or higher.

Exit point

To be eligible for the award Bachelor of Digital Marketing and Analytics, you must acquire 240 credit points from the Bachelor of Advanced Digital Marketing and Analytics (Honours) program and:

- complete all first, second and third year level core courses
- complete no more than 100 credit points for first year level courses
- complete at least 60 credit points for third year level courses.

To exit at the end of third year, you should apply for a program transfer.

Honours

Classification of Honours

This degree with Honours may be awarded in the following classes:

- Class I Honours
- Class IIA Honours
- Class IIB Honours

- Class III Honours

The class of Honours to be awarded to each student in this degree will be determined on the basis of the GPA achieved for the 80 credit points of nominated courses and a minimum percentage for the Dissertation as outlined in the **Dissertation Management Procedure**.

The nominated courses are as follows:

80 credit points of listed courses in the Honours year:

- 7010GBS Research Design
- 7011GBS Quantitative Methods OR 7012GBS Qualitative Methods
- 7206MKT Services Marketing
- 7015GBS Translating Research into Academic Outputs
- 6300GBS_P1 Honours Dissertation Part 1
- 6300GBS_P2 Honours Dissertation Part 2
- 6300GBS_P3 Honours Dissertation Part 3
- 6300GBS_P4 Honours Dissertation Part 4

Students who do not achieve Class III Honours will be awarded a Bachelor of Digital Marketing and Analytics.

Australian Qualifications Framework (AQF) Level and Type

The **Australian Qualifications Framework (AQF)** is the national policy for regulated qualifications in Australian education and training. This qualification is accredited as an AQF Level 8 - Bachelor Honours Degree.

English Language Enhancement

Domestic students enrolled in this program whose first language is not English may complete the following **English Language Enhancement Course** as an elective.

- 5901LHS Language and Communication for Business and Commerce

Students whose first language is English are not permitted to undertake this course.

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 this award 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 1 - 2025

Course offering information in program structures is a guide only. Please check the actual offering information in the Course Catalogue.

Students must check the prerequisite and incompatible requirements before selecting any course within this program.

English Language Enhancement course

Students required to undertake the English Language Enhancement course must complete the following course in place of a flexible module course.

Trimester	Course code	Requirement	Course title	CP
Tri 1,2 or 3	5901LHS		Language and Communication for Business and Commerce	10

Core Module

Year 1

You must complete the following:

Trimester	Course code	Requirement	Course title	CP
Tri 1,3	1004GBS		The Purpose of Business	10
Tri 1,3	1008GBS		Business Decision-Making	10
Tri 1,2	1004MKT		Fundamentals of Digital Marketing	10
Tri 1,2	1811ICT		Programming Principles	10
Tri 2	1117ICT		Big Data Analytics and Social Media	10
Tri 2	1513LHS		Digital Media and Portfolio Production	10
Tri 1,2,3			Flexible module courses	20

Year 2

You must complete the following:

Trimester	Course code	Requirement	Course title	CP
Tri 1,3	2004MKT		Consumer Psychology	10
Tri 1	2029MKT		Advertising and Integrated Marketing Communications	10
Tri 1,3	2101GBS		Path to Professional Success: Navigating Your Future	10
Tri 2	2034MKT		Marketing Research and Intelligence	10
Tri 2	2030AFE		Business Intelligence	10
Tri 1,2,3			Flexible Module courses	30

Year 3

You must complete the following:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2031ICT		Data Analytics Methods	10
Tri 1	3038MKT		Sales and Negotiation	10
Tri 1,3	3104GBS		Empowerment through Experience: Unlocking Career Readiness for Business Professionals (offered from 2026)	10
Tri 2	3028MKT		Marketing Strategy and Analytics (capstone)	10
Tri 2	3040MKT		Digital and Social Media Marketing	10
Tri 1,2,3			Flexible Module courses	30

Year 4

You must complete the following:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2	7010GBS		Research Design	10
Tri 1,2	7011GBS		Quantitative Methods	10
			OR	
Tri 1,2	7012GBS		Qualitative Methods	10
Tri 1,2	7206MKT		Services Marketing	10
Tri 2	7015GBS		Translating Research into Academic Outputs	10
Tri 1,2	6300GBS_P1		Honours Dissertation Part 1	10
Tri 1,2	6300GBS_P2		Honours Dissertation Part 2	10
Tri 1,2	6300GBS_P3		Honours Dissertation Part 3	10
Tri 1,2	6300GBS_P4		Honours Dissertation Part 4	10

Electives (1 available)
Flexible Module

You may select 80 credit points for the flexible module from the list below, or any **Undergraduate free-choice elective/s** offered across the University provided prerequisites are met. If you require guidance, please liaise with your Program Director.

Trimester	Course code	Requirement	Course title	CP
Tri 1,3	1007GBS		The Future of Work	10
Tri 2,3	1009GBS		Grand Challenges for Business	10
Tri 2	1520LHS		Social Media for Global Communication	10
Tri 1	2030ICT		Introduction to Big Data Analytics	10
Tri 1	2036MKT		Retail Marketing	10
Tri 1,2,3	2043IBA		Innovation, Creativity and Entrepreneurship	10
Tri 2	2310THS		Property Market Research and Analysis	10
Tri 1,2,3	2814ICT		Data Management	10
Tri 2	3007MKT		Marketing for Behaviour Change	10
Tri 2	3030AFE		Predictive Analytics	10
Tri 1	3030ICT		Data Analytics	10
Tri 1	3055MKT		Green Marketing	10
Tri 2	3323THS		Sport Marketing	10
Tri 1,2 or 3	3001GBS		UG Business Internship I	10
Tri 3	3003GBS		UG Global Mobility Internship II	20
Tri 1,2 or 3	3004GBS		Business Study Tour	10

You must ensure that you complete a minimum of 60 credit points of Level 3 courses (or higher) and the maximum of Level 1 courses (120 credit points) is not exceeded in your entire program.