



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

<b>Program code</b>	<b>Commencing in</b>
1686	Trimester 1, Trimester 2 and Trimester 3
<b>Available at</b>	
Gold Coast Campus, Nathan Campus, Online	
<b>Duration</b>	
4 years full-time 8 years part-time	
<b>Credit points</b>	
320	

### About this program

The world of marketing technology and business is rapidly changing. The new Bachelor of Digital Marketing and Analytics (Honours) gives you the latest digital marketing skills that employers are looking for, enabling you to transform data into decisions and develop clear, marketing-specific business strategies at the forefront of technology. You'll gain knowledge in core marketing, advertising and sales skills, while also exploring the growing use of AI, data analytics and data science to understand consumers and design effective marketing strategies.

In this advanced degree you'll be able to choose from a curated list of electives to build complementary skills in your area of interest and tailor the degree to your career outcomes, key disciplines and growth industries. You'll also gain in-demand transferable skills to grow your digital competencies and create and implement marketing campaigns that draw upon consumer behaviour concepts and trends.

#### GRADUATE OUTCOMES

This degree equips you with the skills to thrive in diverse industries and organisations. From first year onwards you'll be given practical skills to increase your employability, including job ready capabilities in data-driven marketing areas such as social marketing analytics and AI. Sustainable business practices and our Griffith University values are embedded throughout the degree, and you'll be working amongst a tight-knit cohort of fellow students, with the opportunity to take part in programs such as Business Plus.

The Honours component allows you to delve deeper into advanced concepts beyond the standard course curriculum. The fourth honours year is designed to deepen your understanding in research and analysis in an area of your specific interest or industry, and enables you to gain advanced knowledge of market research methods and analysis. You'll have the opportunity to develop a bespoke knowledge set and implement a research project that contributes new insights or offers solutions to intricate problems, paving the way for further academic or professional achievements.

### My attendance during the program

#### Attendance information

This degree is offered full-time and part-time at the Nathan, Gold Coast and Digital campuses. You may choose to study courses on-campus, online or a combination of modes to suit your requirements. You may also choose to study courses at other campuses if or where the program structure allows.

Online students will be able to access course materials, participate in learning activities, lodge assessment items and access support services via [Learning@Griffith](mailto:Learning@Griffith). There is no requirement for on-campus attendance but access to a reliable computer with an internet connection is essential.

As a full-time student, you will generally attend 12-15 hours of scheduled classes per week throughout the trimester. As a part-time student, you will generally attend 6-8 hours of scheduled classes per week.

Classes may be scheduled during the day and evening throughout the week.

### **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**

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This degree gives you the skills to thrive in a wide range of industries and organisations seeking to gain data-driven insights to solve problems, identify opportunities and enhance business success. You could gain a role as a marketing analyst or communications analyst across sectors such as health, sport, tourism, real estate, entertainment, fashion, advertising, public relations, and business consulting.

Other potential roles include digital marketing manager, brand manager, corporate communications manager, marketing manager, advertising account manager, market research analyst, sales analyst, public relations manager, or sustainable business analyst.