

Printed: 26 November 2019, 06:27AM

The published on-line version of the Course Profile is the authoritative version and by the publication of the Course Profile on-line the University deems the student has been notified of and read the course requirements.

1. General Course Information

1.1 Course Details

COURSE CODE	3040MKT
COURSE TITLE	Digital and Social Media Marketing
ACADEMIC ORGANISATION	MKT Department of Marketing
TRIMESTER	Trimester 3 2019
MODE	Mixed Mode
LEVEL	Undergraduate
LOCATION	Nathan, On Campus
CREDIT POINT VALUE	10

Course Description:

In just two decades, digital media and the world wide web have fundamentally altered the operations of businesses around the globe. This course gives you a strategic-level working knowledge of digital and social media marketing. The course further introduces best practices in acquiring, communicating with consumers, and retaining customers on the internet. The course examines digital technologies and their impact on, and implications for, marketing strategy, consumer behaviour, market segmentation, advertising and media planning. This course is offered in Trimester 1 and Trimester 3 at Gold Coast and Nathan. Prerequisite: 1003MKT/1083MKT Introduction to Marketing.

1.2 Course Introduction

The 4th industrial revolution has created more curious, demanding and impatient customers than ever before and modern marketers now require a more diverse skill set. This course will focus on digital marketing strategy and teach you how you can apply the 5-step digital marketing process to deliver relevant and successful digital marketing campaigns. You will analyse and evaluate examples from many different industry sectors. The course represents an important cornerstone of marketing strategy as people spend more time on digital channels. The digital and social media marketing strategies and tactics will be the main focus of this course and you will be doing work for real-world clients. The course does not require technical knowledge in creating websites or applications.

Previous Student Feedback

"Taking the Digital & Social Media course I got the chance to work with real-life clients which was such a great opportunity. I learned many new skills and how to approach digital and social media marketing in an innovative way."

"3040MKT bridged the gap between theory and practice better than other courses because we worked with a real-world project. This meant that we were able to experience actual factors, such as budgets and competitors. I believe that this has a very high value; being a full time employee in the B2B space I've experienced that course content falls short of how it is actually implemented in the workplace. It is accepted that students have to go through a new learning phase once they start employment, but I would feel confident in implementing what I have learnt in this course very quickly."

"I found that the course 3040MKT was taught in a way that was relevant in real life industry. This was very helpful for those students such as myself in their final year of study."

"I appreciated having the ability to choose between several different businesses to create a digital marketing campaign that actually interested me. Knowing that my ideas and suggestions could be used by the relevant business encouraged me to be creative but also realistic. I liked that the subject focused on the practicality of implementing a successful digital marketing plan, rather than other subjects that seem to place too high an emphasis on marketing theory."

1.3 Course Staff

Primary Convenor **Mr Graeme Hughes**

EMAIL	g.hughes@griffith.edu.au
CAMPUS	Nathan Campus
BUILDING	Business 3 (N63)
Course Moderator Prof Scott Weaven	
EMAIL	mkt-aso@griffith.edu.au
CONSULTATION	A Course Profile Moderator is an academic with expertise in this field of study. The Moderator checks the Course Profile to ensure it meets the University's quality requirements as well as its suitability and relevance to your level and the program/major or specialisation. The Course Profile Moderator is NOT part of the teaching team of the course.

1.4 Timetable

Timetables are available on [the Programs and Courses website](#).

The Griffith Business School expects students enrolling in an on-campus course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 150 hours of work over the whole trimester for a 10 credit point course. This includes class attendance and private time spent on learning activities and assessment items including exam revision, and it applies to all modes of course delivery - on campus, online, and on campus mixed mode - irrespective of the duration of the course.

NB: Details contained in this section of the course profile and section 4.1 Learning Activities are to be read in conjunction with the official class timetable. The published class timetable which is the authoritative source for timetabling information for all campuses can be located by clicking on the link above.

1.5 Lecture Capture

It is standard practice at Griffith University that lectures timetabled in lecture capture-enabled venues are recorded and made available to students on the relevant course site, in accordance with the University's [Lecture Capture Policy](#).

The lecture series delivered as part of this course will be recorded and accessible via the Learning@Griffith course site.

2. Aims, Outcomes & Graduate Attributes

2.1 Course Aims

This course aims to develop critical, analytical and practical skills to accompany the range of concepts and tools used in marketing management as they apply to digital and social media marketing. By the end of this course students will:

- Understand current key digital and social media trends and critical issues
- Be able to determine the strategic implications of an organisation's decision to offer their products or services online
- Have an understanding of consumer behaviour in a digital environment
- Be able to develop a digital marketing campaign plan
- Be able to apply and integrate eMarketing theory and practice
- Build knowledge through a team action learning approach
- Develop skills and competencies needed by marketing professionals

The course seeks to develop students' knowledge and understanding of marketing concepts and theories and demonstrates how to apply them specifically to the planning and utilisation of digital tools to enhance the marketing of products, services and organisations.

2.2 Learning Outcomes

After successfully completing this course you should be able to:

1.DEMONSTRATE ACHIEVEMENT OF THESE LEARNING OUTCOMES

- 1.1 Understand principles of strategic digital marketing and the role of digital and social media channels.
- 1.2 Explain the role of digital marketing in the contemporary marketing environment.
- 1.3 Critically analyse and research digital marketing situations.
- 1.4 Apply marketing theory to create digital marketing solutions.

2.ASSURANCE OF LEARNING

- 2.1 This course assesses the Program Learning Outcome: Digital Communication and/or Literacy, and collects data for Assurance of Learning purposes.

2.3. Graduate Attributes

For further details on the Griffith Graduate please [click here](#)

Griffith University prepares influential graduates to be:

- [Knowledgeable and skilled, with critical judgement](#)
- [Effective communicators and collaborators](#)
- [Innovative, creative and entrepreneurial](#)
- [Socially responsible and engaged in their communities](#)
- [Culturally capable when working with First Australians](#)
- [Effective in culturally diverse and international environments](#)

This table demonstrates where each of the Griffith Graduate Attributes is taught, practised and assessed in this course.

For further details on the Griffith Graduate Attributes please refer to [The Griffith Graduate policy](#).

University wide attributes

GRADUATE ATTRIBUTE	TAUGHT	PRACTISED	ASSESSED
Knowledgeable and skilled, with critical judgement	•	•	•
Effective communicators and collaborators	•	•	•
Innovative, creative and entrepreneurial	•	•	•
Socially responsible and engaged in their communities	•	•	•

Additional MKT Department of Marketing Information on Graduate Attributes

Professional Skills

All students graduating from the Griffith Business School, will have a thorough grounding in business based courses, and in addition will have acquired a high level of knowledge from specialist courses they have studied in relevant industry or public sector areas.

They will understand in the context of those areas:

- relationships and networks of corporate, non-government and government organisations
- distinctive systems of operations and management
- various stakeholder perspectives
- development of human capital
- customer perceptions of quality
- need for sustainability
- cultural and social responsibilities
- need for analytical decision making using evidence based research
- requirement for strategic thinking

The Griffith Business School Mission statement - *To deliver outstanding business education and research through engagement and industry, government and the social communities we serve, and to do so in ways that contribute to a prosperous, equitable and sustainable future.*

The Griffith Business School Equity statement - *Social inclusion is intrinsic to all aspects of University life. Equity, diversity and social inclusion will be expressed in teaching, research, service and community engagement at all levels.*

3. Learning Resources

3.1 Required Resources

Details of your Required Learning Resources are available from the [Reading List](#).

3.2 Recommended Resources

Details of your Recommended Learning Resources are available from the [Reading List](#).

3.3 University Learning Resources

The University provides many facilities and support services to assist students in their studies. Links to information about University support resources that are available to students are included below for easy reference.

[Readings](#) - New online service enabling students to access Required and Recommended Learning resources. It connects to the library catalogue to assist with quickly locating material held in Griffith libraries and enables students to manage and prioritise their readings, add personal study notes and export citations.

[Learning@Griffith](#) - there is a dedicated website for this course via the Learning@Griffith at myGriffith.

[Academic Integrity Tutorial](#) - this tutorial helps students to understand what academic integrity is and why it matters. You will be able to identify types of academic misconduct, understand what skills you will need in order to maintain academic integrity, and learn about the processes of referencing styles.

[Student Services](#) provides a range of services to support students throughout their studies including personal support such as Counselling and Health Services; Academic support; and Financial and Welfare support.

[Careers and Employment Service](#) can assist all enrolled students and recent graduates with career direction, course uncertainty, interview preparation, job search tips, LinkedIn reviews and much more. Our [Unitemps Recruitment Service](#) can assist you with finding paid casual work while you study.

[Library and Learning Services](#): Library and Learning Services provides a wide range of quality client-focused services and programs to students, researchers and staff of the University. Library and Learning Services works in collaboration with the academic community to achieve academic and research outcomes.

[Support for learning](#) - the University provides access to common use computing facilities for educational purposes.

[Code of Practice](#) - Griffith Information Technology Resources.

MKT Department of Marketing

3.4 Learning Resources

Teaching and learning partnerships require clear and open communications.

The following guidelines outline the communication channels and how information is provided to students.

1. Staff Consultation Times are posted on the course website on Learning@Griffith (ie. under "Staff Information") and outside staff offices. You can communicate in person with your convenor during office hours, by making an appointment or as appropriate during class time. It is sometimes difficult for convenors to talk with students immediately before and at the end of class due to the other prior university commitments. Please do not be offended if you are requested to visit during office hours for assistance, or asked to make an appointment.
2. Email -Staff to student: From time to time it may be necessary to send an official email about the course to you. Communication will be through your official University student email address only. It is your responsibility to regularly check your university email. You may arrange for your student email to be forwarded to another email address. However, it is your responsibility to ensure that the address used by you has sufficient capacity/quota to receive messages. Student to staff: All emails to course staff MUST contain the course code and subject heading (eg. 1001XXX Course Name, subject heading), and should come from your official University student email address, otherwise, they may be left unopened or not actioned and therefore you may not receive an answer.
3. Course Communications through Learning@Griffith - Course notices will be delivered at lectures and/or posted under the announcement section on Learning@Griffith. The course web page is an important communication tool for this course. Information related to lectures and/or tutorials, assessment items, learning resources, and other relevant course information will be posted to this site on a regular basis. It is your responsibility to check this site at least twice a week. Remember any posted material is a learning aid only, and is not a substitute for attendance. Lecture notes do not replace the need to develop note-taking skills and to synthesise the information provided during your lectures and/or tutorials.
4. GBS Resource Bank - The Griffith Business School has designed a website to help you develop skills and knowledge needed to achieve success as a student, and as a future graduate in the workplace. This website contains information on writing skills, referencing styles (ie. APA [American Psychological Association]) oral presentation and group work skills. It is recommended that you familiarise yourself with this useful resource.
5. Additional Learning Resources - Students are encouraged to visit the Griffith University library website for information on the Library Help Desk, research support, and workshops and training available at Griffith University.

4. Teaching & Learning Activities

4.1 Learning Activities

Week Commencing	Activity	Learning Outcomes
28 Oct 19	Week 1 (Workshop): Week 1 workshop: The disruptive digital force. A new era for Marketing	1.1, 1.2, 1.3
4 Nov 19	Week 2 (Workshop): Week 2 workshop: Digital strategy: The 5-step digital marketing process + client pitches	1.1, 1.2, 1.3, 1.4
11 Nov 19	Week 3 (Workshop): Week 3 workshop: Finding your voice: Situation analysis and brand narrative exercise	1.1, 1.2, 1.3, 1.4
18 Nov 19	Week 4 (Workshop): Week 4 workshop: Building personas and digital journey mapping	1.1, 1.2, 1.3, 1.4
25 Nov 19	Week 5 (Workshop): Week 5 workshop: The digital hourglass and setting conversion objectives	1.1, 1.2, 1.3, 1.4
2 Dec 19	Week 6 (Workshop): Week 6 workshop: Content development: Themes, angles and production	1.1, 1.2, 1.3, 1.4
9 Dec 19	Week 7 (Workshop): Week 7 workshop: Delivering the online experience: Website and Email Marketing	1.1, 1.2, 1.3, 1.4
16 Dec 19	Week 8 (Workshop): Week 8 workshop: Delivering the online experience: Social media marketing, influencers and messenger	1.1, 1.2, 1.3, 1.4
6 Jan 20	Week 9 (Workshop): Week 9 workshop: Delivering the online experience: PPC and SEO	1.1, 1.2, 1.3, 1.4
13 Jan 20	Week 10 (Workshop): Week 10 workshop: Budgeting, Scheduling, and implementation using marketing technology	1.1, 1.2, 1.3, 1.4
20 Jan 20	Week 11 (Workshop): Week 11 workshop: Evaluating your digital marketing campaigns using marketing technology	1.1, 1.2, 1.3, 1.4
27 Jan 20	Week 12 (Self Directed Learning): Week 12 workshop: Independent study week	1.3

4.2 Other Teaching and Learning Activities Information

The course has been designed to take students through each of the major phases necessary in the process of marketing products, services and organisations effectively online or through electronic means. Each week a different aspect of digital and social media marketing is examined and practical examples are used in class to illustrate the application of theory. Additional readings will be provided each week, however, we will not be using a textbook in this course. Readings should be regarded merely as starting points for further personal exploration and reading from links in the course website or self-directed research.

The course will consist of 2-hour workshop each week. Workshops are designed to enhance students understanding of concepts covered during the self-directed online preparation phases and to provide an opportunity to analyse, discuss and problem-solve specific issues for assessment tasks. Mini-lectures (online), additional readings and pertinent web links will be provided on at the learning@griffith website.

To enhance learning, students are expected to be well prepared, participate and actively contribute to the discussions.

The University shall provide reasonable adjustments to assessment for students with disabilities consistent with the Disabilities Standards for Education 2005, while maintaining the academic integrity of its programs. Adjustments shall be made on an individual basis. Please refer to this

policy as it sets out the principles and processes that guide the University [Reasonable Adjustments for Assessment - Students with Disabilities](#)

5. Assessment Plan

5.1 Assessment Summary

This is a summary of the assessment in the course. For detailed information on each assessment, see [5.2 Assessment Detail](#) below.

ASSESSMENT TASK	DUE DATE	WEIGHTING	MARKED OUT OF	LEARNING OUTCOMES	MAXIMUM EXTENSION PERIOD
<i>Portfolio - evidence</i> Mini Assignments	8 Nov 19 - 17 Jan 20 Week 2~10 before workshop	20%	20 marks	1.1, 1.2, 1.3, 1.4	
<i>Assignment - Written Assignment</i> Research Based Assignment	9 Dec 19 23:59	30%	30 marks	1.1, 1.2, 1.3, 1.4	
<i>Assignment - Written Assignment</i> Digital Marketing Campaign Plan	31 Jan 20 23:59	50%	50 marks	1.1, 1.3, 1.4, 2.1	

5.2 Assessment Detail

Title: Mini Assignments

Type: Portfolio - evidence

Learning Outcomes Assessed: 1.1, 1.2, 1.3, 1.4

Due Date:

8 Nov 19 - 17 Jan 20 Week 2~10 before workshop

Weight: 20%

Marked out of: 20

Task Description:

You are required to complete 4 mini assignments. All mini assignments will have to be submitted online.

The 1st mini assignment is due in **Week 2** prior to your workshop.

The 2nd mini assignment is due in **Week 4** prior to your workshop.

The 3rd mini assignment is due in **Week 8** prior to your workshop.

The 4th mini assignment is due in **Week 11** prior to your workshop.

Each mini assignment is worth 5% of your total grade in this course. You can receive a maximum of 20% for the 4 mini assignment pieces.

Criteria & Marking:

Marking criteria will be made available on Learning@Griffith.

This assessment item:

- is a school based activity
- is an individual activity
- does not include a self assessment activity
- does not have a resubmission provision

Title: Research Based Assignment

Type: Assignment - Written Assignment

Learning Outcomes Assessed: 1.1, 1.2, 1.3, 1.4

Due Date:

9 Dec 19 23:59

Weight: 30%

Marked out of: 30

Task Description:

The research-based assignment is an individual assignment and is a strategic document that links directly to the strategic direction and brief provided during the business presentations given in Week 2 lecture. You will then conduct a Situation Analysis for the company that will assist you to further develop a strategic digital marketing plan from the provided information.

Full details of this assessment item will be available on Learning@Griffith.

This assignment will need to be submitted online at L@G.

Criteria & Marking:

Marking criteria will be available on Learning@Griffith.

This assessment item:

- is a school based activity
- is an individual activity
- includes a self assessment activity
- does not have a resubmission provision

Title: Digital Marketing Campaign Plan

Type: Assignment - Written Assignment

Learning Outcomes Assessed: 1.1, 1.3, 1.4, 2.1

Due Date:

31 Jan 20 23:59

Weight: 50%**Marked out of:** 50**Task Description:**

Following submission of your research based assignment as well as your mini assignments, you are individually required to develop a strategic digital marketing plan. You must provide critical insights and respond to the brief request provided by the client. You should support your key insights with additional research using academic literature relating to consumer behaviour in digital environments.

Full details of this assessment item will be available on Learning@Griffith.

This assignment will need to be submitted online at L@G.

Criteria & Marking:

Marking criteria will be available on Learning@Griffith.

This assessment item:

- is a school based activity
- is an individual activity
- does not include a self assessment activity
- does not have a resubmission provision

5.3 Late Submission

An assessment item submitted after the due date, without an approved extension, will be penalised. The standard penalty is the reduction of the mark allocated to the assessment item by 5% of the total weighted mark for the assessment item, for each working day that the item is late. A working day will be defined as Monday to Friday. Assessment items submitted more than five working days after the due date will be awarded zero marks. To understand how the mark is reduced please refer to [Assessment Submission and Return Procedures](#)

5.4 Other Assessment Information

Griffith University Disclosure Statement

The University shall provide reasonable adjustments to assessment for students with disabilities consistent with the Disabilities Standards for Education 2005, while maintaining the academic integrity of its programs. Adjustments shall be made on an individual basis. Please refer to this policy as it sets out the principles and processes that guide the University [Reasonable Adjustments for Assessment - Students with Disabilities](#)

Supplementary Assessment is available in this course in accordance with Section 8 of the University Assessment Policy. To achieve a Pass grade for the course a pass mark for the supplementary assessment item must be achieved.

Final Grades

A student's final grade for this course will be based on the aggregation and weighting of marks across assessment, any mandatory pass components and grade cut-offs. Grade cut-offs can vary, so you will need to wait for the official release of grades to be sure of your grade for this course.

- This course is a graded course (i.e 7, 6, 5, 4, 3, 2, 1).

6. Policies & Guidelines

This section contains the details of and links to the most relevant policies and course guidelines. For further details on University Policies please visit the [Policy Library](#)

6.1 Assessment Related Policies and Guidelines

University Policies & Guidelines

The University's assessment-related policies can be found in the [Griffith Policy Library](#).

The Assessment policy covers topics including: assessment requirements; award of grades; supplementary assessment; special consideration; extensions and deferred assessment; conduct of students in examinations; cheating; plagiarism; notification of results; appeals against the award of grades.

Academic Integrity

Student academic misconduct encompasses all behaviour:

- involving the misrepresentation of academic achievement; or
- undermining the core values (honesty, trust, fairness, respect and responsibility) of academic integrity; or
- breaching academic integrity;

whether intentional or unintentional. Student academic misconduct includes doing as well as attempting to do any of the acts, omissions or things that constitute academic misconduct.

Student academic misconduct is defined in the [Institutional Framework for Promoting Academic Integrity among Students](#).

Please also refer to the [Student Academic Misconduct Policy](#).

Reasonable Adjustments for Assessment - Students with Disabilities Policy

The [Reasonable Adjustments for Assessment - Students with Disabilities](#) Policy sets out the principles and processes that guide the University in making reasonable adjustments to assessment for students with disabilities while maintaining the academic integrity of its programs.

Griffith University Disclosure Statement

The [Griffith University Disclosure Statement](#) has been developed to identify and negotiate whether necessary and reasonable accommodations and adjustments can be made, wherever possible, to enable students with disabilities and/or health conditions to undertake required learning activities. Course Convenors are encouraged to reference the Griffith University Disclosure Statement in the Learning Activities and Assessment Plan sections of their course profiles.

Assessment, how to submit an assignment and exams, viewing your grades

All you need to know about [assessment, exams and grades](#)

Text Matching Software

The University uses text matching software. Students should be aware that your Course Convenor may use software to check submitted assessment tasks. If this is the case, your Course Convenor will provide more detailed information about how the software will be used for individual assessment items.

Related links:

- [Academic Integrity website](#)
- [Academic Standing, Progression and Exclusion Policy](#)
- [Assessment Policy](#)
- [Assessment Submission and Return Procedures](#)
- [End of Trimester Centrally Administered Examinations Policy and Procedures](#)
- [Governance of Assessment and Academic Achievement Standards](#)
- [Standards for First Year Assessment](#)
- [Institutional Framework for Promoting Academic Integrity among Students](#)
- [Student Academic Misconduct Policy](#)

MKT Department of Marketing

Assessment Guidelines

Students enrolling in this course are expected to have attained a Pass grade or better in any prerequisite course/s. Where prerequisite course requirements have been fulfilled through credit arrangements for prior study, students are expected to be able to demonstrate the skills and knowledge equivalent to those required for a Pass grade at Griffith University. Where students are unable to demonstrate skills and knowledge at this level they may experience difficulty with the course.

6.2 Other Policies and Guidelines

University Policies and Guidelines

Students are responsible for ensuring that they have read all sections of the Course Profile for the course/s in which they are enrolled in any enrolment period. The published online version of the Course Profile is the authoritative version and by the publication of the Course Profile online, the University deems the student has been notified of and read the course requirements. Variations to the Course Profile during the trimester of offer are not permitted except in exceptional circumstances and will be advised in writing to all enrolled students and via the [Learning@Griffith](#) website. Additional information regarding the content of this course may be published on the [Learning@Griffith](#) website.

Copyright matters

Copyright applies to all teaching materials and materials generated by students which substantially relate to Griffith University courses. *Students are warned against selling Griffith University teaching materials and their student notes online through commercial websites during and after their studies.* You will almost certainly be in breach of copyright law and Griffith's IT Code of Practice if you post these materials on the internet and commercial websites. Please refer to the [Copyright Guide for Students](#) for further information.

Health and Safety

Griffith University is committed to providing a safe work and study environment. However, all students, staff and visitors have an obligation to ensure the safety of themselves and those whose safety may be affected by their actions. Staff in control of learning activities will ensure as far as reasonably practical, that those activities are safe and that all safety obligations are being met. Students are required to comply with all safety instructions and are requested to report safety concerns to the University.

General health and safety information is available on the [Health, Safety and Wellbeing](#) website.

Other Key Student-Related Policies

All University policy documents are accessible to students via the [Griffith Policy Library](#) and links to key policy documents, in addition to those listed in 6.1 above, are included below for easy reference:

- [Student Communications Policy](#)
- [Health and Safety Policy](#)
- [Student Administration Policy](#)
- [Student Charter](#)
- [Student Review and Appeals Policy](#)
- [Student Review and Appeals Procedures](#)
- [Student Complaints Policy](#)

Learning Summary

Below is a table showing the relationship between the learning outcomes for this course, the learning activities used to develop each outcome and the assessment task used to assess each outcome.

Learning Outcomes

After successfully completing this course you should be able to:

1. DEMONSTRATE ACHIEVEMENT OF THESE LEARNING OUTCOMES

1.1 Understand principles of strategic digital marketing and the role of digital and social media channels.

1.2 Explain the role of digital marketing in the contemporary marketing environment.

1.3 Critically analyse and research digital marketing situations.

1.4 Apply marketing theory to create digital marketing solutions.

2. ASSURANCE OF LEARNING

2.1 This course assesses the Program Learning Outcome: Digital Communication and/or Literacy, and collects data for Assurance of Learning purposes.

Assessment & Learning Activities

LEARNING ACTIVITIES	LEARNING OUTCOMES				
	1.1	1.2	1.3	1.4	2.1
Week 1 (Workshop)	•	•	•		
Week 2 (Workshop)	•	•	•	•	
Week 3 (Workshop)	•	•	•	•	
Week 4 (Workshop)	•	•	•	•	
Week 5 (Workshop)	•	•	•	•	
Week 6 (Workshop)	•	•	•	•	
Week 7 (Workshop)	•	•	•	•	
Week 8 (Workshop)	•	•	•	•	
Week 9 (Workshop)	•	•	•	•	
Week 10 (Workshop)	•	•	•	•	
Week 11 (Workshop)	•	•	•	•	
Week 12 (Self Directed Learning)			•		
ASSESSMENT TASKS					
Mini Assignments	•	•	•	•	
Research Based Assignment	•	•	•	•	
Digital Marketing Campaign Plan	•		•	•	•

Graduate Attributes

For further details on the Griffith Graduate please [click here](#)

Griffith University prepares influential graduates to be:

- [Knowledgeable and skilled, with critical judgement](#)
- [Effective communicators and collaborators](#)
- [Innovative, creative and entrepreneurial](#)
- [Socially responsible and engaged in their communities](#)

- [Culturally capable when working with First Australians](#)
- [Effective in culturally diverse and international environments](#)

This table demonstrates where each of the Griffith Graduate Attributes is taught, practised and assessed in this course.

University wide attributes

GRADUATE ATTRIBUTE	TAUGHT	PRACTISED	ASSESSED
Knowledgeable and skilled, with critical judgement	•	•	•
Effective communicators and collaborators	•	•	•
Innovative, creative and entrepreneurial	•	•	•
Socially responsible and engaged in their communities	•	•	
Culturally capable when working with First Australians			
Effective in culturally diverse and international environments			