

# A334 BACHELOR OF COMMUNICATION (ADVERTISING)

FACULTY OF ARTS AND EDUCATION

FOR STUDENTS COMMENCING TRIMESTER 1 2019



Name:  Student ID:

Updated: 09/01/2019

When you first enrol via StudentConnect and go through the enrolment steps, you may be able to simply confirm any units that are pre-populated for you. You can also add any that you need to do, as part of your first year's enrolment – by using the information on this map and in the Handbook.

<b>YEAR 1</b> Year: <input type="text"/>	Trimester 1				
	Trimester 2				
	Trimester 3				

<b>YEAR 2</b> Year: <input type="text"/>	Trimester 1				
	Trimester 2				
	Trimester 3				

<b>YEAR 3</b> Year: <input type="text"/>	Trimester 1				
	Trimester 2				
	Trimester 3				

**A334 course rules** - In order to qualify for the award of Bachelor of Communication (Advertising) (A334), students must complete 24 credit points, which must include the following:

18 credit points of core units

6 credit points of electives

No more than 10 credit points at Level 1

Three 1 credit point units chosen from the Table A below

Four 1 credit point units chosen from the Table B below

## FOR USE ONLY WHEN UNDERTAKING A CONSULTATION WITH A STUDENT ADVISER:

Student ID:		Name:			
Deakin email:		Preferred contact no:			
Year commenced:	eCOE (If applicable):	Campus:	Mode:	Date modified:	
Student Adviser:					

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## FACULTY OF ARTS AND EDUCATION

### Table A - choose three 1 credit point units

ACG103	Design Skills - (Strongly recommended for all advertising students)
ALR103	Introduction to Public Relations
ALR104	Strategic Communication and Writing
ALJ111	News Reporting 1
ALJ112	News Reporting 2
ALM101	Making Social Media
ALM102	Making Video

### Table B - choose four 1 credit point units

ALR276	Ethical Communication and Citizenship
ALJ216	Feature Writing
ALJ221	Video Journalism
ALM201	Gamified Media
ALM202	Quantified Media
ADV201	Web Design and Interactivity
ACC303	Communication Research Practices
ACC302	Advertising: Desire, Consumption and the Attention Economy
MIS203	Making Sense of Information

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FACULTY OF ARTS AND EDUCATION

## GENERAL INFORMATION

This course map is a guide only. You must, in addition to using this map, ensure you meet the course rules and structure as set out in the official University Handbook - of the year you commenced your course ([deakin.edu.au/handbook](http://deakin.edu.au/handbook)). This course map has been created to be used electronically.

This course map is a typical enrolment pattern for full time study. To study part time you would typically undertake two or fewer units each trimester/semester, which will extend the duration of your studies. Trimester 3 is optional.

Each year's unit offerings options can be found via 'Advanced Unit Search' in the most current year's Handbook.

If you have applied for or received credit for units as recognition of your prior learning (RPL), it may alter your course pattern and the units you need to undertake.

Please seek advice from a Student Adviser in StudentCentral if you have any queries or need help understanding your course structure and unit choices.

## SPECIFIC COURSE INFORMATION

Compulsory zero (0) credit point units/programs/modules - AAI018 Academic Integrity (0-credit-point compulsory unit)

### Notes:

#### KEY

- B** Melbourne Burwood Campus
- S** Geelong Waterfront Campus
- G** Geelong Wairn Ponds Campus
- W** Warrnambool Campus
- X** Cloud Campus

**eCOE** electronic confirmation of enrolment