

Student ID:		Student name:	
Deakin email:		Preferred contact number:	
Date:	Year commenced:	eCOE:	Campus:

Last updated  
10/11/2020

### 2018 SAMPLE COURSE MAP

#### OPTION A

0 Credit point compulsory unit at commencement of studies, AAI018 Academic Integrity

<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*				

#### Unspecified and specified credits and preclusions


\* Trimester 3 is optional.

This course map is for illustrative purposes only. Students must meet the course rules and unit requirements as set out in the Handbook ([deakin.edu.au/handbook/A743](http://deakin.edu.au/handbook/A743)). Deakin University reserves the right to alter, amend or delete details of course offerings and other information published herein. Students are advised to check the relevant Handbook online (at the above link) for the most up-to-date information relating to their course structure and available units.

Student signature:

Course adviser:

**See page 4 for Course Progress Check instructions**

#### 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



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**OPTION B (course Director approval needed)** 0 Credit point compulsory unit at commencement of studies, AAI018 Academic Integrity

<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*				

### Unspecified and specified credits and preclusions


\* Trimester 3 is optional.

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## SPECIALISATION and PROFESSIONAL CAPSTONE PROGRAM

**Specialisation (8 credits)**

Students must complete 8 credits from one specialisation, to provide in-depth knowledge and professional expertise in a sub-field of communication, completing both of the following:

- four one-credit specialisation-specific units selected from one only of five specialisations (Digital Media; Journalism; Public Relations; Television Production; or Visual Communication); and
- a four-credit professional capstone program including a mandatory research project whose topic is relevant to that specialisation

**Digital Media**

ACC717 Law, Media and Communication  
 ACG706 Designing for Web Environments  
 ACI700 Introduction to Digital Photography  
 ALC708 Blogging and Online Communication Techniques  
 ALC701 Social Media Principles and Practices  
 ALC702 Making Online Communities  
 ALC703 Digital Curation  
 ALR703 Digital Marketing

**Journalism**

ACC717 Law, Media and Communication  
 ALJ710 Multimedia Journalism  
 ALJ721 International News  
 ALJ722 Investigative and Narrative Journalism  
 ALJ728 Feature Writing  
 ALJ729 Newsroom Practice  
 ALJ712 Broadcast Journalism  
 ALJ713 Journalism Portfolio

**Public Relations**

ALR700 Public Relations Campaigns  
 ALR701 Public Relations Writing and Tactics  
 ALR704 Reputation Management: Crisis, Risk and Responsibility  
 ALR710 Marketing Communication  
 ALR718 Public Relations, Activism and Social Change  
 ALR731 Public Relations Theory and Practice  
 ALR782 Public Affairs and Opinion Formation  
 ALR733 Advertising Theory and Practice

**Television Production**

ACF700 Writing with the Camera  
 ACF701 Television Studio Production  
 ACF702 Television Commercial Production  
 ACF703 Fractured TV: Audiences, Formats, Technology and Regulation  
 ACF704 Talking Heads: Personality and Persona On Screen  
 ACF705 Documentary Production Practice

**Visual Communication Design**

ACG702 Digital Publishing  
 ACG703 Design and Digital Skills  
 ACG706 Designing for Web Environments  
 ACG708 Design Thinking and Problem Solving  
 ACG709 Strategic Branding and Design  
 ACI700 Introduction to Digital Photography

**Professional capstone program****Option A**

ACX703 Developing a Communication Research Project  
 ACX707 Professional Research Project 1  
 ACX708 Professional Research Project 2  
 ACC700 Communication and Creative Arts Internship Or  
 an elective related to the research project where no appropriate internship is available

**Option B**

(only by approval of Course Director, based on performance in ACX703, and agreement of supervisor)  
 ACX703 Developing a Communication Research Project  
 ACX704 Academic Research Project 1  
 ACX705 Academic Research Project 2  
 ACX706 Academic Research Project 3

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## Course Progress Check

- 1 Have you checked the course rules in the Handbook of the year you commenced your studies?
- 2 Have you checked your course progression in StudentConnect?
- 3 Submit this form to the Faculty Student Centre or send it via email to [artsed@deakin.edu.au](mailto:artsed@deakin.edu.au)

**A Student Adviser will check your units and will confirm your course plan or provide advice as needed.**

For course rules please visit: [deakin.edu.au/A743](http://deakin.edu.au/A743)

## A743 Course Rules

I understand that to qualify for the award of Master of Communication (**A743**), I must complete 16 credit points.

Also:

I must complete core units ACX701 and ACX702 (2 credit points each)

I must complete 8 credit points in one of the specialisation options, consisting of the following:

- 4 one-credit specialisation-specific units selected from one only of five specialisations (Digital Media; Journalism; Public Relations; Television Production; or Visual Communication); and
- a 4 credit professional capstone program of either
  - Option A (ACX703, ACX707, ACX708, ACC700\*) Or
  - Option B# (ACX703, ACX704, ACX705, ACX706); and

I must complete 4 credit points of elective units from any of the specialisations in the course (up to 2 credits may be chosen from any equivalent post graduate course)

I must complete AA1018 Academic Integrity (0-credit-point compulsory unit)

\*OR an elective related to the research project where no appropriate internship is available  
#(only by approval of Course Director, based on performance in ACX703, and agreement of supervisor)

I understand that this course map is for illustrative purposes only and that it is my responsibility to check the *Handbook* on the Deakin website for the most up-to-date information available: <http://www.deakin.edu.au/students/university-handbook>

## Master of Communication (A743) Course Director's Recommendations:

It is recommended that students complete ACX701 and ACX702 in their 1st year of study.

Students must complete ACX701 and ACX702 before they can enroll in ACX703/ACX704/ACX705/ACX706 (research project units).

Students need to submit a research proposal to the Course Director at the completion of ACX702, to be eligible to enroll in further research project units.

For any further course advice and assistance, please feel free to contact the Faculty of Arts & Education Student Services office:

Burwood (Melbourne): Building HE, and M/N Phone: 03 9246  
8100 Waurn Ponds (Geelong): Building JB, Phone:035227 1359  
Warrnambool: Building J Level 3, Phone: 03 5563 3489

Deakin University CRICOS Provider Code 00113B

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