



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

2018 Sample Course Map

Last updated 13/06/2019

OPTION A

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

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

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

YEAR 3 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). 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 5 for Course Progress Check instructions

KEY

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

eCOE electronic confirmation of enrolment

Specialisations:

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 Design); and a

a four-credit professional capstone program including a mandatory research project whose topic is relevant to that specialisation

(Option A or Option B)

STUDY AREA/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

ALR733 Advertising Theory and Practice
 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

Television Production (Burwood campus only)

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

NOTES:

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Student ID:		Student name:	
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Date:	Year commenced:	eCOE:	Campus:

2018 Sample Course Map

OPTION B (course Director approval needed) 0 Credit point compulsory unit at commencement of studies, AAIO18 Academic Integrity

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

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

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

Unspecified and specified credits and preclusions

* Trimester 3 is optional.

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Course adviser:

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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 Design); and a
 a four-credit professional capstone program including a mandatory research project whose topic is relevant to that specialisation
 (Option A or Option B)

STUDY AREA/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

ALR733 Advertising Theory and Practice
 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

Television Production (Burwood campus only)

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

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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

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

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 AAI018 Academic Integrity (0-credit-point compulsory unit)
- > I must complete ACX701 and ACX702 (2 credit points each)
- > 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 Design); and
 - > four-credit professional capstone program (I must take option A or option B noting that option B requires approval of the Course Director) including a mandatory research project whose topic is relevant to that specialisation

Option A Professional capstone program (ACX703, ACX707, ACX708, ACC700) OR

Option B Professional capstone program (ACX703, ACX704, ACX705, ACX706)

I have selected 4 electives from any specialisation in the course to create a distinctive degree.

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 their professional capstone program (research project units). It is recommended that students undertake their professional capstone program in their 2nd year of study, once they have had an opportunity to complete their specialisation-specific units and have acquired this specialist knowledge.

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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