

# A334 Bachelor of Communication (Advertising)

FOR STUDENTS WHO COMMENCED T2 2018



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

## 2018 SAMPLE COURSE MAP

Last updated 28/6/2018

\*0 Credit Point Compulsory Unit - 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*				

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

<b>YEAR 4</b> Year: <input type="text"/>	Trimester 1				
	Trimester 2				
	Trimester 3*				

\*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 ([www.deakin.edu.au/A334](http://www.deakin.edu.au/A334)). 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.

^ See P.2 for the list of core units available

Student signature:

Course adviser:

**KEY**

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

eCOE electronic confirmation of enrolment

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## Course Progress Check

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

For course rules please visit: [www.deakin.edu.au/A334](http://www.deakin.edu.au/A334)

- 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)

## A334 Course Rules

I understand that to qualify for the award of Bachelor of Communication(Advertising) (A334), I must complete 24 credit points. Also:

I must complete 18 credit points of core units

I must complete 6 credit points of electives

I must complete no more than 10 credit points at Level 1

I must complete AAI018 Academic Integrity (0-credit-point compulsory unit)

I must complete three 1 credit point units chosen from the Table A below

I must complete four 1 credit point units chosen from the Table B below

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: [www.deakin.edu.au/handbook](http://www.deakin.edu.au/handbook)

### 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

## NOTES

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

Burwood (Melbourne): Building N, Level 1, Phone: 03 9246 8100

Warrnambool (Geelong): Building IC Level 2, Phone:035227 1359

Warrnambool: Building J Level 3, Phone: 03 5563 3489