

# D353 BACHELOR OF COMMERCE / BACHELOR OF COMMUNICATION (ADVERTISING)

## FACULTY OF BUSINESS AND LAW



FOR STUDENTS COMMENCING TRIMESTER 1 2022

Last updated 03/12/2021

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.

You must also complete the following compulsory zero (0) credit point units: [MAI010 Academic Integrity Module](#) (0 credit points)

<b>YEAR 1</b> Year: 2022	Trimester 1				
	Trimester 2				
	Trimester 3				

<b>YEAR 2</b> Year: 2023	Trimester 1				
	Trimester 2				
	Trimester 3				

<b>YEAR 3</b> Year: 2024	Trimester 1				
	Trimester 2				
	Trimester 3				

<b>YEAR 4</b> Year: 2025	Trimester 1				
	Trimester 2				
	Trimester 3				

### D353 COURSE RULES

- Must pass 32 credit points for course
- Must pass 1 units in {MAI010}
- Must pass ALL units in {MAA103, MAE101, MAF101, MIS171, MLC101, MMK101, MMM132, MWL101}
- Must pass ALL units in {ACC100, ACC213, ACC320, ACC321, ALA101, ALA102, ALA201, ALA202, ALA203, ALA302, ALA303, ALA304}
- Must pass 2 credit points in unit set {Course Elective List A}
- Must pass 2 credit points in unit set {Course Elective List B}
- Must pass 1 unit set(s) in {Management (MJ-M30038), Management Information Systems (MJ-M30039), Marketing (MJ-M30040), Accounting (MJ-M30041), Economics (MJ-M30043), Financial Planning (MJ-M30044), Finance (MJ-M30045), Human Resource Management (MJ-M30046)}

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

Student ID: _____		Name: _____		
Deakin email: _____			Preferred contact no: _____	
Year commenced:	Period commenced:	eCOE (if applicable):	Campus: _____	Mode: _____
Student adviser: _____				Date: _____

Notes

GENERAL INFORMATION

This course map is a guide only. You must also ensure you meet the course rules and structure as set out in the official [University Handbook](#) of the year you commenced your course. This course map has been created to be used electronically.

Not all units are available in all study periods or mode of delivery.

- Full time study is typically three to four units (or credit points) each study period.
- Part time study is typically one to two units (or credit points) each study period – part time study will extend the duration of your studies.
- Trimester 3 is typically an optional study period - unless it's your first study period and/or a compulsory study period for your course.

Unit options can be found in the '[Advanced Unit Search](#)' in the most current year's University Handbook.

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

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

D353 BACHELOR OF COMMERCE / BACHELOR OF COMMUNICATION (ADVERTISING) ELECTIVE UNIT SETS

COURSE ELECTIVE LIST A (EL-D3531010757)
<a href="#">ACG103 Design Skills</a>
<a href="#">ALJ111 News Reporting 1</a>
<a href="#">ALJ112 News Reporting 2</a>
<a href="#">ALM101 Making Social Media</a>
<a href="#">ALM102 Making Video</a>
<a href="#">ALR103 Introduction to Public Relations</a>
<a href="#">ALR104 Strategic Communication and Writing</a>
<a href="#">IND101 Introduction to Aboriginal Studies</a>
<a href="#">IND102 Aboriginal Australian Stories and Songlines</a>

Completion Rule

- Must pass 2 credit points in {ACG103, ALJ111, ALJ112, ALM101, ALM102, ALR103, ALR104, IND102} OR Must pass 2 credit points in {ACG103, ALJ111, ALJ112, ALM101, ALM102, ALR103, ALR104, IND101}

### COURSE ELECTIVE LIST B (EL-D353101113)

[ACC302 Advertising: Desire, Consumption and the Attention Economy](#)

[ACC303 Communication Research Practices](#)

[ADV201 Web Design and Interactivity](#)

[ALJ216 Feature Writing](#)

[ALJ221 Video Journalism](#)

[ALM201 Gamified Media](#)

[ALM202 Quantified Media](#)

[ALR376 Ethics, Persuasion and Society](#)

[IND203 Caring for Country](#)

[IND301 Politics of Resistance in Indigenous Australia](#)

[MIS203 Managing Information in the Digital Age](#)

Completion Rule

- Must pass 2 credit points in {ACC302, ACC303, ADV201, ALJ216, ALJ221, ALM201, ALM202, ALR376, IND301} OR Must pass 2 credit points in {ACC302, ACC303, ADV201, ALJ216, ALJ221, ALM201, ALM202, ALR376, IND203}

## D353 BACHELOR OF COMMERCE / BACHELOR OF COMMUNICATION (ADVERTISING) MAJOR UNIT SETS

### ACCOUNTING (MJ-M30041)

[MAA204 Accounting Information Systems and Data Analytics](#)

[MAA261 Financial Accounting](#)

[MAA262 Management Accounting](#)

[MAA303 Audit and Assurance](#)

[MAA310 Accounting and Society](#)

[MAA363 Corporate Accounting](#)

[MAF210 Quantitative Methods for Business](#)

[MLC301 Principles of Income Tax Law](#)

Completion Rule

- Must pass 8 credit points in {MAA204, MAA261, MAA262, MAA303, MAA310, MAA363, MAF210, MLC301}

Note(s)

Students should consult with their course adviser regarding the units required for professional recognition.

The eligibility of students for membership of any of the accounting accrediting bodies is subject to meeting the requirements of that body and that Deakin makes no representations that individuals will meet those requirements.

M300 Bachelor of Commerce is the recommended pathway to qualify for membership of professional organisations.

<b>ECONOMICS (MJ-M30043)</b>
<a href="#"><u>MAE201 Competition and Industry</u></a>
<a href="#"><u>MAE203 The Global Economy</u></a>
<a href="#"><u>MAE214 Economic Strategy for Business</u></a>
<a href="#"><u>MAE256 Analytical Methods in Economics and Finance</u></a>
<a href="#"><u>MAE301 Choice, Strategies and Dilemmas</u></a>
<a href="#"><u>MAE304 Labour and Health Economics</u></a>
<a href="#"><u>MAE305 Energy, Environment and Sustainability</u></a>
<a href="#"><u>MAE306 Applied Econometrics for Economics and Finance</u></a>
<a href="#"><u>MAE307 Economic Policy and Practice</u></a>
<a href="#"><u>MAE312 National Economic Policy</u></a>

Completion Rule

- Must pass 6 credit points in {MAE201, MAE203, MAE214, MAE256, MAE307, MAE312}
- Must pass 1 credit points in {MAE301, MAE304}
- Must pass 1 credit points in {MAE305, MAE306}

<b>FINANCE (MJ-M30045)</b>
<a href="#"><u>MAA250 Ethics for Financial Professionals</u></a>
<a href="#"><u>MAE256 Analytical Methods in Economics and Finance</u></a>
<a href="#"><u>MAF202 Money and Capital Markets</u></a>
<a href="#"><u>MAF203 Business Finance</u></a>
<a href="#"><u>MAF302 Corporate Finance</u></a>
<a href="#"><u>MAF306 International Finance and Investment</u></a>
<a href="#"><u>MAF307 Equities and Investment Analysis</u></a>
<a href="#"><u>MAF308 Derivative and Fixed Income Securities</u></a>

Completion Rule

- Must pass all unit(s) in {MAA250, MAE256, MAF202, MAF203, MAF302, MAF306, MAF307, MAF308}

Note(s)

Waterfront (Geelong) and Warrnambool students will be required to undertake units in Cloud (online) mode.

<b>FINANCIAL PLANNING (MJ-M30044)</b>
<a href="#"><u>MAA215 Client Behaviour and Decision Making</u></a>

<a href="#"><u>MAA250 Ethics for Financial Professionals</u></a>
<a href="#"><u>MAA255 Financial Planning</u></a>
<a href="#"><u>MAA317 Superannuation Planning</u></a>
<a href="#"><u>MAA318 Advanced Financial Planning</u></a>
<a href="#"><u>MAA319 Estate Planning and Insurance</u></a>
<a href="#"><u>MAF307 Equities and Investment Analysis</u></a>
<a href="#"><u>MLC301 Principles of Income Tax Law</u></a>

Completion Rule

- Must pass all unit(s) in {MAA215, MAA250, MAA255, MAA317, MAA318, MAA319, MAF307, MLC301}

Note(s)

M300 Bachelor of Commerce is the recommended pathway for membership of professional organisations.

Waterfront (Geelong) and Warrnambool students will be required to undertake one unit in Cloud (online) mode.

Financial Planning students intending to undertake an Honours degree must complete the Finance major sequence.

<b>HUMAN RESOURCE MANAGEMENT (MJ-M30046)</b>
<a href="#"><u>MMH230 Fundamentals of Human Resource Management</u></a>
<a href="#"><u>MMH231 Human Resource Practice</u></a>
<a href="#"><u>MMH232 Human Resource Development</u></a>
<a href="#"><u>MMH250 Workplace Conflict Resolution</u></a>
<a href="#"><u>MMH331 Strategic Human Resource Management</u></a>
<a href="#"><u>MMH349 Employment Relations</u></a>
<a href="#"><u>MMH352 International Human Resource Management</u></a>
<a href="#"><u>MMH356 Change Management</u></a>

Completion Rule

- Must pass all unit(s) in {MMH230, MMH231, MMH232, MMH250, MMH331, MMH349, MMH352, MMH356}

<b>MANAGEMENT (MJ-M30038)</b>
<a href="#"><u>MMH230 Fundamentals of Human Resource Management</u></a>
<a href="#"><u>MMH356 Change Management</u></a>
<a href="#"><u>MMM240 Organisational Behaviour</u></a>
<a href="#"><u>MMM241 Entrepreneurship and Innovation</u></a>
<a href="#"><u>MMM267 Business Logistics</u></a>
<a href="#"><u>MMM306 Global Strategy and International Management</u></a>

MMM308 Applied Management Capabilities

MMM343 Business Ethics

Completion Rule

- Must pass all unit(s) in {MMH230, MMH356, MMM240, MMM241, MMM267, MMM306, MMM308, MMM343}

### MANAGEMENT INFORMATION SYSTEMS (MJ-M30039)

MIS201 Business Requirements Analysis

MIS202 Managing Data and Information

MIS231 Professional Ethics in the Digital Age

MIS313 Strategic Supply Chain Management

MIS352 Business Process Management

MIS362 Social Media Analytics and Data Driven Innovation

MIS398 Project Management

MIS399 Applied Business Project

MIT399 Applied Business Project (Study Tour)

Completion Rule

- Must pass all unit(s) in {MIS201, MIS202, MIS231, MIS313, MIS352, MIS362, MIS398}
- Must pass 1 unit(s) in {MIS399, MIT399}

Note(s)

Waterfront (Geelong) students will be required to undertake some units in Cloud (online) mode.

### MARKETING (MJ-M30040)

MMK251 Services Marketing

MMK266 Consumer Behaviour

MMK280 Brand Management

MMK295 Integrated Marketing Communications in the Digital Age

MMK325 Strategic Marketing

MMK365 Marketing Insights

MMK368 Business Marketing

MMM343 Business Ethics

MMT280 Brand Management (Tour)

Completion Rule

- Must pass all unit(s) in {MMK251, MMK266, MMK295, MMK325, MMK365, MMK368, MMM343}
- Must pass 1 unit(s) in {MMK280, MMT280}

Note(s)

Waterfront (Geelong) students will be required to undertake some units in Cloud (online) mode.