

A334 BACHELOR OF COMMUNICATION (ADVERTISING)

FACULTY OF ARTS AND EDUCATION



FOR STUDENTS COMMENCING TRIMESTER 2 2022

Last updated 13/11/2021

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: [AAI018 Academic Integrity](#) (0 credit points)

YEAR 1 Year: 2022	Trimester 2				
	Trimester 3				

YEAR 2 Year: 2023	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR 3 Year: 2024	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR 4 Year: 2025	Trimester 1				
	Trimester 2				
	Trimester 3				

A334 COURSE RULES

- Must pass 24 credit points for course
- Must pass 1 units in {AAI018}
- Must pass ALL units in {ACC100, ACC213, ACC320, ACC321, ALA101, ALA102, ALA201, ALA202, ALA203, ALA302, ALA303, ALA304}
- Must pass no more than 10 credit points at level {1}
- Must pass at least 6 credit points at level {3}
- Must pass 3 credit points in unit set {Course Elective List A}
- Must pass 3 credit points in unit set {Course Elective List B}
- Must pass 6 credit points of electives (at least two must be 2nd or 3rd level)

We suggest students complete at least 4 credit points in a subject area different to their degree, preferably a linked sequence of study in the same area. This choice can include units from any degree in the University but is best chosen from the subject areas in the [Bachelor of Arts](#). We also recommend students complete at least 2 more credit points from the course electives listed above.

Note: It is recommended students do NOT enrol in level 2 or level 3 units until you have completed eight level 1 units (at Deakin, Deakin College or another tertiary)

institution) and you are entering with RPL. If you are unsure seek course advice first. The year level of each unit is indicated by the first number in the unit code. For example:

ALA101 Advertising Principles and Practices - Level 1 unit

ALA201 Art Direction and Visualisation - Level 2 unit

ALA302 Transmedia Storytelling - Level 3 unit

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.

A334 BACHELOR OF COMMUNICATION (ADVERTISING) ELECTIVE UNIT SETS

COURSE ELECTIVE LIST A (EL-A3341045651)
ACG103 Design Skills
ALJ111 News Reporting 1
ALJ112 News Reporting 2
ALM101 Making Social Media
ALM102 Making Video

ALR103 Introduction to Public Relations

ALR104 Strategic Communication and Writing

IND101 Introduction to Aboriginal Studies

IND102 Aboriginal Australian Stories and Songlines

Completion Rule

- Must pass 3 credit points in {ACG103, ALJ111, ALJ112, ALM101, ALM102, ALR103, ALR104, IND102} OR Must pass 3 credit points in {ACG103, ALJ111, ALJ112, ALM101, ALM102, ALR103, ALR104, IND101}

COURSE ELECTIVE LIST B (EL-A3341045856)

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 3 unit(s) in {ACC302, ACC303, ADV201, ALJ216, ALJ221, ALM201, ALM202, ALR376, IND203, MIS203} OR Must pass 3 unit(s) in {ACC302, ACC303, ADV201, ALJ216, ALJ221, ALM201, ALM202, ALR376, IND301, MIS203}