

A325 BACHELOR OF COMMUNICATION (PUBLIC RELATIONS)

FACULTY OF ARTS AND EDUCATION



FOR STUDENTS COMMENCING TRIMESTER 3 2022

Last updated 08/06/2022

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 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				

A325 COURSE RULES

- Must pass 24 credit points for course
- Must pass ALL units in {ACC100, ACC213, ACC320, ACC321, ALR103, ALR104, ALR210, ALR279, ALR300, ALR376, ALR383}
- Must pass 1 units in {AAI018}
- 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 Electives List A}
- Must pass 3 credit points at levels {2, 3} in unit set {Course Electives List B}
 - Must pass 6 credit points of electives (of which two must be level 2 or 3)

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.

A325 BACHELOR OF COMMUNICATION (PUBLIC RELATIONS) ELECTIVE UNIT SETS

COURSE ELECTIVES LIST A (EL-A3252015617)
ACG103 Design Skills
ALA101 Advertising Principles and Practices
ALA102 Creative Brand Communication
ALJ111 Introduction to Journalism
ALJ112 News Reporting
ALM101 Making Social Media

ALM102 Making Video

IND101 Introduction to Aboriginal Studies

IND102 Aboriginal Australian Stories and Songlines

Completion Rule

- Must pass 3 credit points in {ACC103, ALA101, ALA102, ALJ111, ALJ112, ALM101, ALM102, IND101}
- Must pass 3 credit points in {ACC103, ALA101, ALA102, ALJ111, ALJ112, ALM101, ALM102, IND102}

COURSE ELECTIVES LIST B (EL-A3252015849)

ACC303 Communication Research Practices

ADV201 Web Design and Interactivity

ALA203 Integrated Brand Communication

ALA302 Transmedia Storytelling for Brands

ALJ324 Journalism in Society

ALM202 Quantified Media

ALM215 Global Media

IND203 Caring for Country

IND301 Politics of Resistance in Indigenous Australia

MIS203 Managing Information in the Digital Age

MMM312 Event Management

Completion Rule

- Must pass 3 unit(s) in {ACC303, ADV201, ALA203, ALA302, ALJ324, ALM202, ALM215, IND301, MIS203, MMM312}
- Must pass 3 unit(s) in {ACC303, ADV201, ALA203, ALA302, ALJ324, ALM202, ALM215, IND203, MIS203, MMM312}