

# A743 MASTER OF COMMUNICATION

FACULTY OF ARTS AND EDUCATION

FOR STUDENTS COMMENCING TRIMESTER 2 2019

Option B (Requires approval by course director)



Name: \_\_\_\_\_ Student ID: \_\_\_\_\_

Updated: 09/05/2019

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.

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

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

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

**A743 course rules -** In order to qualify for the award of Master of Communication (A743), students must complete 16 credit points, which must include the following:

AAI018 Academic Integrity (0-credit-point compulsory unit) plus;

**Core Communication Program (4 credit points)**

ACX701 Communication Concepts (2 credit points)

ACX702 Applied Research Methods for Communication (2 credit points)

**Specialisation (8 credit points)**

four one-credit-point specialisation-specific units selected from one only of five specialisations (Digital Media; Journalism; Public Relations; Television Production; or Visual Communication); and

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

Option B: ACX703, ACX704, ACX705 and ACX706

**Electives (4 credit points)**

Students select 4 credit points of electives from any specialisation in the course to create a distinctive degree to advance their professional careers and/or extend their academic knowledge in related areas. Students may complete up to two electives from any equivalent postgraduate course at Deakin University.

Students seeking PRIA accreditation for their degree must complete at least two credit points of electives using ALR-coded units, unless advised otherwise.

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

Student ID:		Name:		
Deakin email:		Preferred contact no:		
Year commenced:	eCOE (If applicable):	Campus:	Mode:	Date modified:
Student Adviser:				

# A743 MASTER OF COMMUNICATION

FACULTY OF ARTS AND EDUCATION

## 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

### 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

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

### Internship

ACC700 - Communication and Creative Arts Internship

## GENERAL INFORMATION

This course map is a guide only. You must, in addition to using this map, ensure you meet the course rules and structure as set out in the official University Handbook - of the year you commenced your course ([deakin.edu.au/handbook](http://deakin.edu.au/handbook)). This course map has been created to be used electronically.

This course map is a typical enrolment pattern for full time study. To study part time you would typically undertake two or fewer units each trimester/semester, which will extend the duration of your studies. Trimester 3 is optional.

Each year's unit offerings options can be found via 'Advanced Unit Search' in the most current year's Handbook.

If you have applied for or received credit for units as recognition of your prior learning (**RPL**), it may alter your course pattern and the units you need to undertake.

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

## SPECIFIC COURSE INFORMATION

Students select 4 credit points of electives from any specialisation in the course to create a distinctive degree to advance their professional careers and/or extend their academic knowledge in related areas. Students may complete up to two electives from any equivalent postgraduate course at Deakin University.

**Compulsory zero (0) credit point units/programs/modules:** AAI018 Academic Integrity (0-credit-point compulsory unit)

# Pre-req: ACX701 and ACX702 and approval of Course Director to enrol

\* Pre-req: ACX703 and approval of Course Director to enrol; Co-req: ACX705, ACX706

^ Pre-req: ACX703 and approval of Course Director to enrol; Co-req: ACX704 and ACX706

% Pre-req: ACX703 and approval of Course Director to enrol; Co-req: ACX704 and ACX705

### Notes:

### KEY

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

**eCOE** electronic confirmation of enrolment