

A643 GRADUATE DIPLOMA OF PUBLIC RELATIONS

FACULTY OF ARTS AND EDUCATION



FOR STUDENTS COMMENCING TRIMESTER 2 2020

Last updated 01/06/2020

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: AAIO18 Academic Integrity (0 credit points)

YEAR 1 Year: 2020	Trimester 2				
	Trimester 3				

YEAR 2 Year: 2021	Trimester 1				
	Trimester 2				
	Trimester 3				

A643 COURSE RULES

- Must pass 8 credit points for course
- Must pass 1 units in {AAIO18}
- Must pass 6 credit points in unit set {Course Elective List A}
- Must pass 2 credit points of electives*

*These may be chosen from the remaining units below or from any other postgraduate course in the School of Communication and Creative Arts. Students who intend to move from the diploma into the Master of Communication are strongly advised to take ACX701 Communication Concepts for their two elective credit points.

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 advisor: _____				Date: _____	

A643 GRADUATE DIPLOMA OF PUBLIC RELATIONS ELECTIVE UNIT SETS

COURSE ELECTIVE LIST A (EL-A6433125212)
<p><u>ACA715 Creating Your Arts Business</u> Trimester 2: Burwood (Melbourne), Cloud (Online)</p>
<p><u>ACC700 Communication and Creative Arts Internship</u> Trimester 1: Burwood (Melbourne), Cloud (Online) Trimester 2: Burwood (Melbourne), Cloud (Online) Trimester 3: Burwood (Melbourne), Cloud (Online)</p>
<p><u>ALR700 Public Relations Campaigns</u> Trimester 2: Burwood (Melbourne), Cloud (Online)</p>
<p><u>ALR701 Public Relations Writing and Tactics</u> Trimester 2: Burwood (Melbourne), Cloud (Online)</p>
<p><u>ALR704 Reputation Management: Crisis, Risk and Responsibility</u> Trimester 1: Burwood (Melbourne), Cloud (Online)</p>
<p><u>ALR710 Marketing Communication</u> Trimester 2: Burwood (Melbourne), Cloud (Online)</p>
<p><u>ALR718 Public Relations, Activism and Social Change</u> Trimester 2: Burwood (Melbourne), Cloud (Online)</p>
<p><u>ALR731 Public Relations Theory and Practice</u> Trimester 1: Burwood (Melbourne), Cloud (Online) Trimester 3: Cloud (Online)</p>
<p><u>ALR733 Advertising Theory and Practice</u> Trimester 1: Burwood (Melbourne), Cloud (Online) Trimester 3: Burwood (Melbourne), Cloud (Online)</p>
<p><u>ALR782 Public Affairs and Opinion Formation</u> Trimester 1: Burwood (Melbourne), Cloud (Online)</p>

Completion Rule

- Must pass 6 credit points in {ACA715, ACC700, ALR700, ALR701, ALR704, ALR710, ALR718, ALR731, ALR733, ALR782}

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). 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 - this is a typical enrolment pattern. Part time study is typically one to two units (or credit points) each study period - this enrolment pattern of study will extend the duration of your studies.

Trimester 3 is typically an optional study period - unless it's your first and/or a compulsory study period for your course (see your course structure in the [Handbook](#)).

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.