



FOR STUDENTS WHO COMMENCED T3 2018

Student ID:		Student name:	
Deakin email:		Preferred contact number:	
Date:	Year commenced:	eCOE:	Campus:

2018 COURSE MAP

Last updated 24/08/2018

*0 Credit Point Compulsory Unit - AAI018 Academic Integrity

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

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

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

YEAR 4 Year: <input type="text"/>	Trimester 1				
	Trimester 2				
	Trimester 3*				

^ See P.2 for the list of core units available

*Trimester 3 is optional.

This course map is for illustrative purposes only. Students must meet the course rules and unit requirements as set out in the Handbook (www.deakin.edu.au/A334). Deakin University reserves the right to alter, amend or delete details of course offerings and other information published herein. Students are advised to check the relevant Handbook online (at the above link) for the most up-to-date information relating to their course structure and available units.

Student signature:

Course adviser:

KEY

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

eCOE electronic confirmation of enrolment

See page 2 for Course Progress Check instructions

A334 Bachelor of Communication (Advertising)

Course Progress Check

- 1 Have you checked the course rules in the Handbook of the year you commenced your studies?
- 2 Have you checked your course progression in StudentConnect?
- 3 Submit this form to the Faculty Student Centre or send it via email to artsed@deakin.edu.au

A Student Adviser will check your units and will confirm your course plan or provide advice as needed.

For course rules please visit: www.deakin.edu.au/A334

A334 Course Rules

I understand that to qualify for the award of Bachelor of Communication(Advertising) (A334), I must complete 24 credit points. Also:

I must complete 18 credit points of core units

I must complete 6 credit points of electives

I must complete no more than 10 credit points at Level 1

I must complete AAI018 Academic Integrity (0-credit-point compulsory unit)

I must complete three 1 credit point units chosen from the Table A below

I must complete four 1 credit point units chosen from the Table B below

I understand that this course map is for illustrative purposes only and that it is my responsibility to check the *Handbook* on the Deakin website for the most up-to-date information available: www.deakin.edu.au/handbook

Table A - choose three 1 credit point units

ACG103	Design Skills - (Strongly recommended for all advertising students)
ALR103	Introduction to Public Relations
ALR104	Strategic Communication and Writing
ALJ111	News Reporting 1
ALJ112	News Reporting 2
ALM101	Making Social Media
ALM102	Making Video

Table B - choose four 1 credit point units

ALR276	Ethical Communication and Citizenship
ALJ216	Feature Writing
ALJ221	Video Journalism
ALM201	Gamified Media
ALM202	Quantified Media
ADV201	Web Design and Interactivity
ACC303	Communication Research Practices
ACC302	Advertising: Desire, Consumption and the Attention Economy
MIS203	Making Sense of Information

NOTES

For any further course advice and assistance, please feel free to contact the Faculty of Arts & Education Student Services office:

Burwood (Melbourne): Building N, Level 1, Phone: 03 9246 8100

Warrnambool (Geelong): Building IC Level 2, Phone: 035227 1359

Warrnambool: Building J Level 3, Phone: 03 5563 3489

Deakin University CRICOS Provider Code 00113B

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