

# A639 GRADUATE DIPLOMA OF COMMUNICATION

FACULTY OF ARTS AND EDUCATION

FOR STUDENTS COMMENCING TRIMESTER 2 2019



Name:  Student ID:

Updated: 21/02/2019

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.

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

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

**A639 course rules -** In order to qualify for the award of Graduate Diploma of Communication (A639), students must complete 8 credit points of core units selected from the list provided and AAI018 Academic Integrity (0-credit-point compulsory unit).

## UNITS OF STUDY:

<b>ACC700</b> Communication and Creative Arts Internship #	<b>ALJ710</b> Multimedia Journalism
<b>ACC717</b> Law, Media and Communication	<b>ALJ721</b> International News
<b>ACG702</b> Digital Publishing	<b>ALJ722</b> Investigative and Narrative Journalism
<b>ACG703</b> Design and Digital Skills	<b>ALJ728</b> Feature Writing
<b>ACG706</b> Designing for Web Environments	<b>ALJ729</b> Newsroom Practice
<b>ACG708</b> Design Thinking and Problem Solving	<b>ALJ712</b> Broadcast Journalism
<b>ACG709</b> Strategic Branding and Design ( <i>pre-req. ACG702 and/or ACG703</i> )	<b>ALR700</b> Public Relations Campaigns
<b>ACF700</b> Writing with the Camera	<b>ALR701</b> Public Relations Writing and Tactics
<b>ACF701</b> Television Studio Production ( <i>pre-req. ACF700</i> )	<b>ALR703</b> Digital Marketing
<b>ACF702</b> Television Commercial Production ( <i>pre-req. ACF700, co-req. ALR733</i> )	<b>ALR704</b> Reputation Management: Crisis, Risk and Responsibility
<b>ACF703</b> Fractured TV: Audiences, Formats, Technology and Regulation	<b>ALR710</b> Marketing Communication
<b>ACF704</b> Talking Heads: Personality and Persona On Screen ( <i>pre-req ACF701</i> )	<b>ALR718</b> Public Relations, Activism and Social Change
<b>ACF705</b> Documentary Production Practice ( <i>pre-req. ACF700</i> )	<b>ALR731</b> Public Relations Theory and Practice
<b>ACI700</b> Introduction to Digital Photography	<b>ALR733</b> Advertising Theory and Practice
<b>ACX701</b> Communication Concepts ( <i>2 credit points</i> )	<b>ALR782</b> Public Affairs and Opinion Formation
<b>ALC701</b> Social Media Principles and Practices	
<b>ALC702</b> Making Online Communities	
<b>ALC703</b> Digital Curation	
<b>ALC708</b> Blogging and Online Communication Techniques	

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

<b>Student ID:</b> <input type="text"/>		<b>Name:</b> <input type="text"/>		
<b>Deakin email:</b> <input type="text"/>		<b>Preferred contact no:</b> <input type="text"/>		
<b>Year commenced:</b> <input type="text"/>	<b>eCOE (If applicable):</b> <input type="text"/>	<b>Campus:</b> <input type="text"/>	<b>Mode:</b> <input type="text"/>	<b>Date modified:</b> <input type="text"/>
<b>Student Adviser:</b> <input type="text"/>				

# A639 GRADUATE DIPLOMA OF COMMUNICATION

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## 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

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

### Notes:

### KEY

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

**eCOE** electronic confirmation of enrolment