

A643 GRADUATE DIPLOMA OF PUBLIC RELATIONS

FACULTY OF ARTS AND EDUCATION



FOR STUDENTS COMMENCING TRIMESTER 2 2024

Last updated 19/01/2024

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: DAI001 Academic Integrity Module (0 credit points)

YEAR 1 Year: 2024	Trimester 2				
	Trimester 3				
YEAR 2 Year: 2025	Trimester 1				
	Trimester 2				
	Trimester 3				

A643 COURSE RULES

- Must pass 8 credit points for course
- Must pass 1 units in {DAI001}
- Must pass 6 credit points in unit set {Public Relations Core Units}
 - 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 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.

A643 GRADUATE DIPLOMA OF PUBLIC RELATIONS ELECTIVE UNIT SETS

PUBLIC RELATIONS CORE UNITS (EL-A6433125212)
ACA715 Creating Your Arts Business
ACC700 Communication and Creative Arts Internship
ALR700 Public Relations Campaigns
ALR701 Writing for Brands
ALR704 Reputation Management: Crisis, Risk and Responsibility
ALR710 Advanced Brand Communication
ALR718 Public Relations, Activism and Social Change
ALR731 Public Relations Theory and Practice
ALR733 Advertising Theory and Practice
ALR782 Public Affairs and Opinion Formation

Completion Rule

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