

A743 MASTER OF COMMUNICATION

FACULTY OF ARTS AND EDUCATION

FOR STUDENTS COMMENCING TRIMESTER 1 2019

Option A



Name: _____ Student ID: _____

Updated: 28/05/2019

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

YEAR 2 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 A: ACX703, ACX707, ACX708 and ACC700 or an elective related to the research project where no appropriate internship is available.

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

AC700 - 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). 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: AA1018 Academic Integrity (0-credit-point compulsory unit)

#Pre-req: ACX 701 and ACX702 and approval from Course Director to enrol

*Pre-req: ACX703; Co-req: ACX708

^Pre-req: ACX703; Co-req: ACX707

%Pre-req: Must have completed at least 4 credits of study in a Graduate Diploma or Masters program within the School of Communication and Creative Arts and have approval from Course Director to enrol.

Notes:

KEY

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

eCOE electronic confirmation of enrolment