

A325 BACHELOR OF COMMUNICATION (PUBLIC RELATIONS)

FACULTY OF ARTS AND EDUCATION

FOR STUDENTS COMMENCING TRIMESTER 1 2020



Name: Student ID:

Updated: 29/10/2019

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				

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

A325 course rules - In order to qualify for the award of Bachelor of Communication (Public Relations) (A325), students must complete 24 credit points, which must include the following:

- 12 credit points of core units (from 11 units);
- 3 course elective units from list A (Level 1);
- 3 course elective units from list B (Level 2/3);
- 6 credit points of electives, of which two must be at level 2 or 3;
- No more than 10 credit points at level 1;
- No fewer than 6 credit points at level 3; and
- Completion of AAI018 Academic Integrity (0-credit-point compulsory unit).

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:					

A325 BACHELOR OF COMMUNICATION (PUBLIC RELATIONS)

FACULTY OF ARTS AND EDUCATION

Course Elective List A
ACG103 Design Skills
ALA101 Advertising Principles and Practices
ALA102 Creative Brand Communication
ALM101 Making Social Media
ALM102 Making Video
ALJ111 News Reporting 1
ALJ112 News Reporting 2
IND101 Introduction to Aboriginal Studies

Course Elective List B
ALJ220 Journalism in Society
ALC215 Global Media
ALM202 Quantified Media
ADV201 Web Design and Interactivity
ALA203 Integrated Communication
ALA302 Transmedia Storytelling
ACC303 Communication Research Practices
MMM312 Event Management
MIS203 Making Sense of Information
IND201 Aboriginal Knowledges and Experiences: Historical Journeys-Contemporary Perspectives

A325 BACHELOR OF COMMUNICATION (PUBLIC RELATIONS)

FACULTY OF ARTS AND EDUCATION

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 study period 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.

SPECIFIC COURSE INFORMATION

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

*Prerequisite: You must have completed at least 12 credit points of study including Public Relations - ACC100, ALR103, ALR104, ALR207 or ALR210 .

Please see note in the handbook for further special requirements needed for this 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