

A539 GRADUATE CERTIFICATE OF COMMUNICATION

FACULTY OF ARTS AND EDUCATION



FOR STUDENTS COMMENCING TRIMESTER 1 2021

Last updated 30/09/2020

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: [AAI018 Academic Integrity](#) (0 credit points)

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|--|-------------|--|--|--|--|
| YEAR 1 Year: 2021 | Trimester 1 | | | | |
| | Trimester 2 | | | | |
| | Trimester 3 | | | | |

A539 COURSE RULES

- Must pass 4 credit points for course
- Must pass 1 units in {AAI018}
- Must pass 4 credit points in unit set {Communication Units}

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.

A539 GRADUATE CERTIFICATE OF COMMUNICATION ELECTIVE UNIT SETS

| COMMUNICATION UNITS (EL-A5394015037) |
|--|
| ACC717 Law, Media and Communication |
| ACF700 Writing with the Camera |
| ACF701 Television Studio Production |
| ACF702 Television Commercial Production |
| ACF703 Fractured Tv: Audiences, Formats, Technology and Regulation |
| ACF705 Documentary Production Practice |
| 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 |
| ACX701 Communication Concepts |
| ALC701 Social Media Collaboration |
| ALC702 Making Sense of Communities Online |
| ALC703 Digital Curation |
| ALC708 Social Media Content Creation |
| ALJ710 Multimedia Journalism |
| ALJ712 Broadcast Journalism |
| ALJ721 International News |
| ALJ722 Investigative and Narrative Journalism |
| ALJ728 Feature Writing |
| ALJ729 Newsroom Practice |
| ALR700 Public Relations Campaigns |
| ALR701 Public Relations Writing and Tactics |
| ALR703 Digital Marketing |
| ALR704 Reputation Management: Crisis, Risk and Responsibility |

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|--|
| <u>ALR710 Marketing Communication</u> |
| <u>ALR718 Public Relations, Activism and Social Change</u> |
| <u>ALR731 Public Relations Theory and Practice</u> |
| <u>ALR733 Advertising Theory and Practice</u> |
| <u>ALR782 Public Affairs and Opinion Formation</u> |

Completion Rule

- Must pass 4 credit points in {ACC717, ACF700, ACF701, ACF702, ACF703, ACF705, ACG702, ACG703, ACG706, ACG708, ACG709, ACI700, ACX701, ALC701, ALC702, ALC703, ALC708, ALJ710, ALJ712, ALJ721, ALJ722, ALJ728, ALJ729, ALR700, ALR701, ALR703, ALR704, ALR710, ALR718, ALR731, ALR733, ALR782}