

A643 GRADUATE DIPLOMA OF PUBLIC RELATIONS

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.

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

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

A643 course rules - In order to qualify for the award of Graduate Diploma of Public Relations (A643), students must complete 8 credit points, which must include the following:

- 6 credit points of units selected from the list provided
- 2 credit points of electives
- AAI018 Academic Integrity (0-credit-point compulsory unit)

UNITS OF STUDY:

ALR700	Public Relations Campaigns
ALR701	Public Relations Writing and Tactics
ALR710	Marketing Communication
ALR731	Public Relations Theory and Practice
ALR704	Reputation Management: Crisis, Risk and Responsibility
ALR718	Public Relations, Activism and Social Change
ALR782	Public Affairs and Opinion Formation
ALR733	Advertising Theory and Practice
ACC700	Communication and Creative Arts Internship #
ACA715	Creative Enterprise Project

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:					

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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). 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)

Requires completion of 2 credit points of study and unit chair permission to enrol.

Note: Electives 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 a diploma to a Masters are strongly advised to take ACX701 Communication Concepts for their two elective credits.

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