

A539 GRADUATE CERTIFICATE OF COMMUNICATION

FACULTY OF ARTS AND EDUCATION

FOR STUDENTS COMMENCING TRIMESTER 3 2019



Name: Student ID:

Updated: 05/08/2019

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				

A539 course rules - In order to qualify for the award of Graduate Certificate of Communication (A539), students must complete 4 credit points in Communication from the list specified and AAI018 Academic Integrity (0-credit-point compulsory unit).

AREAS OF STUDY

ACC717 Law, Media and Communication ACG702 Digital Publishing ACG703 Design and Digital Skills ACG706 Designing for Web Environments ACG708 Design Thinking and Problem Solving ACG709 Strategic Branding and Design 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 ACI700 Introduction to Digital Photography ACX701 Communication Concepts ALC701 Social Media Principles and Practices ALC702 Making Online Communities ALC703 Digital Curation ALC708 Blogging and Online Communication Techniques	ALJ710 Multimedia Journalism ALJ721 International News ALJ722 Investigative and Narrative Journalism ALJ728 Feature Writing ALJ729 Newsroom Practice ALJ712 Broadcast Journalism ALR700 Public Relations Campaigns ALR701 Public Relations Writing and Tactics ALR703 Digital Marketing ALR704 Reputation Management: Crisis, Risk and Responsibility ALR710 Marketing 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
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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.

A typical enrolment pattern for full time study is three to four units (or credit points) each study period. A typical enrolment pattern for part time study is one to two units (or credit points) each study period, which in turn will extend the duration of your studies. The need or option to study in Trimester 3 is dependent on your course rules and structure.

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)

Notes:

KEY

- B** Melbourne Burwood Campus
- S** Geelong Waterfront Campus
- G** Geelong Warrn Ponds Campus
- W** Warrnambool Campus
- X** Cloud Campus

eCOE electronic confirmation of enrolment