

A743 MASTER OF COMMUNICATION

FACULTY OF ARTS AND EDUCATION

A743 CAPSTONE OPTION A STREAM SEQUENCE



FOR STUDENTS COMMENCING TRIMESTER 1 2024

Last updated 02/02/2024

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: [DAI001 Academic Integrity Module](#) (0 credit points)

YEAR 1 Year: 2024	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR 2 Year: 2025	Trimester 1				
	Trimester 2				
	Trimester 3				

*Professional capstone program: Students will either take Option A or Option B noting that Option B requires approval of the Course Director; most students will normally complete Option A.

*Students wishing to qualify for course-accredited membership of the Public Relations Institute of Australia (PRIA) must select at least 6 credit points of ALR-coded units and complete their capstone project on a public relations-related topic.

A743 COURSE RULES

- Must pass 16 credit points for course
- Must pass 1 units in {DAI001}
- Must pass ALL units in {ACX701, ACX702}
- Must pass 1 unit set(s) in {A743 Capstone Option A (ST-A743001), A743 Capstone Option B (ST-A743002)}
- Must pass 1 unit set(s) in {Visual Communication Design (SP-A000037), Journalism (SP-A000051), Public Relations (SP-A000054), Digital Media (SP-A000077), Sports Media (SP-A000095), Advertising (SP-A000096)}
- Must pass 4 credit points of elective units*

*These can be 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 course-accredited PRIA membership for their degree must complete at least two credit points of electives using ALR-coded units, unless advised otherwise.

Note: Students wishing to qualify for course-accredited membership of the Public Relations Institute of Australia (PRIA) must select at least 6 credit points of ALR-coded units and complete their capstone project on a public relations-related topic.

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.

A743 MASTER OF COMMUNICATION SPECIALISATION UNIT SETS

ADVERTISING (SP-A000096)
ACG703 Design and Digital Skills
ALC708 Social Media Content Creation
ALR701 Writing for Brands
ALR703 Digital Brand Storytelling
ALR710 Advanced Brand Communication
ALR733 Advertising Theory and Practice

Completion Rule

- Must pass 4 unit(s) in {ACG703, ALC708, ALR701, ALR703, ALR710, ALR733}

DIGITAL MEDIA (SP-A000077)

[ACC717 Media Law and Ethics](#)

[ACG706 Web and Interactive Design](#)

[ACI700 Introduction to Digital Photography](#)

[ALC701 Social Media Collaboration](#)

[ALC702 Making Sense of Communities Online](#)

[ALC703 Digital Curation in the Age of AI](#)

[ALC708 Social Media Content Creation](#)

[ALR703 Digital Brand Storytelling](#)

Completion Rule

- Must pass 4 credit points in {ACC717, ACG706, ACI700, ALC701, ALC702, ALC703, ALC708, ALR703}

JOURNALISM (SP-A000051)

[ACC717 Media Law and Ethics](#)

[ALJ714 Journalism for Social Change](#)

[ALJ715 Multimedia Storytelling](#)

[ALJ716 Writing the News](#)

[ALJ721 Global Journalism](#)

[ALJ722 Investigative and Narrative Journalism](#)

Completion Rule

- Must pass 4 credit points in {ACC717, ALJ714, ALJ715, ALJ716, ALJ721, ALJ722}

PUBLIC RELATIONS (SP-A000054)

[ALC708 Social Media Content Creation](#)

[ALR700 Public Relations Campaigns](#)

[ALR701 Writing for Brands](#)

[ALR704 Reputation Management: Crisis, Risk and Responsibility](#)

[ALR718 Public Relations, Activism and Social Change](#)

[ALR733 Advertising Theory and Practice](#)

[ALR782 Public Affairs and Opinion Formation](#)

Completion Rule

- Must pass 4 unit(s) in {ALC708, ALR700, ALR701, ALR704, ALR718, ALR733, ALR782}

SPORTS MEDIA (SP-A000095)

[ACF701 Television Studio Production](#)

[ALC708 Social Media Content Creation](#)

[ALJ715 Multimedia Storytelling](#)

[ALJ716 Writing the News](#)

[ALJ722 Investigative and Narrative Journalism](#)

[ALR701 Writing for Brands](#)

[ALR704 Reputation Management: Crisis, Risk and Responsibility](#)

[ASM700 Introduction to Sports Media](#)

[ASM701 Sport Commentary](#)

Completion Rule

- Must pass 3 unit(s) in {ACF701, ASM700, ASM701}
- Must pass 1 unit(s) in {ALC708, ALJ715, ALJ716, ALJ722, ALR701, ALR704}

VISUAL COMMUNICATION DESIGN (SP-A000037)

[ACG702 Digital Publishing](#)

[ACG703 Design and Digital Skills](#)

[ACG706 Web and Interactive Design](#)

[ACG708 Design Thinking and Problem Solving](#)

[ACG709 Strategic Branding and Design](#)

[ACI700 Introduction to Digital Photography](#)

Completion Rule

- Must pass 4 credit points in {ACG702, ACG703, ACG706, ACG708, ACG709, ACI700}

A743 MASTER OF COMMUNICATION STREAM UNIT SETS

A743 CAPSTONE OPTION A (ST-A743001)

[ACC700 Communication and Creative Arts Internship](#)

[ACX703 Developing a Communication Research Project](#)

[ACX707 Professional Research Project 1](#)

[ACX708 Professional Research Project 2](#)

Completion Rule

- Must pass all unit(s) in {ACC700, ACX703, ACX707, ACX708}

Note(s)

Or an elective related to the research project where no appropriate internship is available.

A743 CAPSTONE OPTION B (ST-A743002)

ACX703 Developing a Communication Research Project

ACX704 Academic Research Project 1

ACX705 Academic Research Project 2

ACX706 Academic Research Project 3

Completion Rule

- Must pass all unit(s) in {ACX703, ACX704, ACX705, ACX706}

Note(s)

Option B is only by approval of Course Director, achievement of a Distinction or higher average in previous coursework including ACX703, and agreement of supervisor.