

A334 BACHELOR OF COMMUNICATION (ADVERTISING)

FACULTY OF ARTS AND EDUCATION
FOR STUDENTS COMMENCING TRIMESTER 3 2019



Name: Student ID:

Updated: 01/08/2019

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				

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

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

YEAR 4 Year: <input type="text"/>	Trimester 1				
	Trimester 2				
	Trimester 3				

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:					

A334 BACHELOR OF COMMUNICATION (ADVERTISING)

FACULTY OF ARTS AND EDUCATION

A334 course rules - In order to qualify for the award of Bachelor of Communication (Advertising) (A334), students must complete 24 credit points, which must include the following:

18 credit points of core units

6 credit points of electives

no more than 10 credit points at level 1

AAI018 Academic Integrity (0-credit-point compulsory unit)

Table A - choose three 1 credit point units

ACG103	Design Skills - (Strongly recommended for all advertising students)
ALR103	Introduction to Public Relations
ALR104	Strategic Communication and Writing
ALJ111	News Reporting 1
ALJ112	News Reporting 2
ALM101	Making Social Media
ALM102	Making Video
IND101	Introduction to Aboriginal Studies

Table B - choose four 1 credit point units

ALR276	Ethical Communication and Citizenship
ALJ216	Feature Writing
ALJ221	Video Journalism
ALM201	Gamified Media
ALM202	Quantified Media
ADV201	Web Design and Interactivity
ACC303	Communication Research Practices
ACC302	Advertising: Desire, Consumption and the Attention Economy
MIS203	Making Sense of Information
IND201	Aboriginal Knowledges and Experiences: Historical Journeys-Contemporary Practices

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 Warrnambool Campus
- W** Warrnambool Campus
- X** Cloud Campus

eCOE electronic confirmation of enrolment