

A334 BACHELOR OF COMMUNICATION (ADVERTISING)

FACULTY OF ARTS AND EDUCATION

FOR STUDENTS COMMENCING TRIMESTER 1 2020



Name: Student ID:

Updated: 29/10/2019

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				

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:

- 12 credit points of core units;
- 6 credit points of electives, at least two must be 2nd or 3rd level;
- No more than 10 credit points at Level 1;
- No fewer than 6 credit points at level 3;
- 3 course electives from level 1 List A below;
- 3 course electives from level 2/3 List B below; and
- Completion of AA1018 Academic Integrity (0-credit-point compulsory unit).

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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List 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

List B - choose three 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 Perspectives

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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.

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 – this is a typical enrolment pattern. Part time study is typically one to two units (or credit points) each study period – this enrolment pattern of 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 (see your course structure in the [Handbook](#)).

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) ^ Pre-requisite ALM101 from Course Electives List A

*Prerequisite: You must have completed at least 12 credit points of study including Advertising - ACC100, ALA101, ALA102 and one of ALA201 ALA202, ALA203. Please see handbook for further special requirements needed for this unit

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