

A334 BACHELOR OF COMMUNICATION (ADVERTISING)

FACULTY OF ARTS AND EDUCATION



FOR STUDENTS COMMENCING TRIMESTER 2 2020

Last updated 02/04/2020

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: [AAI018 Academic Integrity](#) (0 credit points)

YEAR 1 Year: 2020	Trimester 2				
	Trimester 3				

YEAR 2 Year: 2021	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR 3 Year: 2022	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR 4 Year: 2023	Trimester 1				
	Trimester 2				
	Trimester 3				

A334 COURSE RULES

- Must pass 24 credit points for course
- Must pass 1 units in {AAIO18}
- Must pass ALL units in {ACC100, ACC213, ACC320, ACC321, ALA101, ALA102, ALA201, ALA202, ALA203, ALA302, ALA303, ALA304}
- Must pass 3 credit points at level {1} in unit set {Course Elective List A}
- Must pass 3 credit points at levels {2, 3} in unit set {Course Elective List B}
- Must pass no more than 10 credit points at level {1}
- Must pass 6 credit points of electives of which two must be at levels {2, 3}
- Must pass at least 6 credit points at level {3}

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 advisor: _____				Date: _____	

A334 BACHELOR OF COMMUNICATION (ADVERTISING) ELECTIVE UNIT SETS

COURSE ELECTIVE LIST A (EL-A3341045651)
<p><u>ACG103 Design Skills</u> Trimester 1: Burwood (Melbourne), Waterfront (Geelong), Cloud (Online) Trimester 3: Burwood (Melbourne), Cloud (Online)</p>
<p><u>ALJ111 News Reporting 1</u> Trimester 1: Burwood (Melbourne), Waurrn Ponds (Geelong), Cloud (Online) Trimester 3: Burwood (Melbourne), Cloud (Online)</p>
<p><u>ALJ112 News Reporting 2</u> Trimester 2: Burwood (Melbourne), Waurrn Ponds (Geelong), Cloud (Online)</p>
<p><u>ALM101 Making Social Media</u> Trimester 1: Burwood (Melbourne), Waurrn Ponds (Geelong), Cloud (Online) Trimester 3: Burwood (Melbourne), Waurrn Ponds (Geelong), Cloud (Online)</p>
<p><u>ALM102 Making Video</u> Trimester 2: Burwood (Melbourne), Waurrn Ponds (Geelong), Cloud (Online)</p>
<p><u>ALR103 Introduction to Public Relations</u> Trimester 1: Burwood (Melbourne), Waurrn Ponds (Geelong), Cloud (Online) Trimester 3: Burwood (Melbourne), Cloud (Online)</p>
<p><u>ALR104 Strategic Communication and Writing</u> Trimester 2: Burwood (Melbourne), Waurrn Ponds (Geelong), Waterfront (Geelong), Cloud (Online)</p>
<p><u>IND101 Introduction to Aboriginal Studies</u> Trimester 1: Burwood (Melbourne), Waurrn Ponds (Geelong), Cloud (Online) Trimester 2: Burwood (Melbourne), Waurrn Ponds (Geelong), Cloud (Online) Trimester 3: Burwood (Melbourne), Cloud (Online)</p>

Completion Rule

- Must pass 3 credit points in {ACG103, ALJ111, ALJ112, ALM101, ALM102, ALR103, ALR104, IND101}

COURSE ELECTIVE LIST B (EL-A3341045856)
<p><u>ACC302 Advertising: Desire, Consumption and the Attention Economy</u> Trimester 2: Burwood (Melbourne), Waurrn Ponds (Geelong), Cloud (Online)</p>
<p><u>ACC303 Communication Research Practices</u> Trimester 1: Burwood (Melbourne), Cloud (Online)</p>

<p><u>ADV201 Web Design and Interactivity</u> Trimester 1: Burwood (Melbourne), Waterfront (Geelong), Cloud (Online) Trimester 3: Burwood (Melbourne), Cloud (Online)</p>
<p><u>ALJ216 Feature Writing</u> Trimester 2: Burwood (Melbourne), Waurm Ponds (Geelong), Cloud (Online) Trimester 3: Cloud (Online)</p>
<p><u>ALJ221 Video Journalism</u> Trimester 1: Burwood (Melbourne), Waurm Ponds (Geelong), Cloud (Online)</p>
<p><u>ALM201 Gamified Media</u> Trimester 1: Burwood (Melbourne), Waurm Ponds (Geelong), Cloud (Online)</p>
<p><u>ALM202 Quantified Media</u> Trimester 2: Burwood (Melbourne), Waurm Ponds (Geelong), Cloud (Online)</p>
<p><u>ALR276 Ethical Communication and Citizenship</u> Trimester 1: Burwood (Melbourne), Waurm Ponds (Geelong), Cloud (Online) Trimester 3: Cloud (Online)</p>
<p><u>IND201 Aboriginal Knowledges and Experiences: Historical Journeys-Contemporary Perspectives</u> Trimester 1: Burwood (Melbourne), Waurm Ponds (Geelong), Cloud (Online) Trimester 2: Burwood (Melbourne), Waurm Ponds (Geelong), Cloud (Online) Trimester 3: Burwood (Melbourne), Cloud (Online)</p>
<p><u>MIS203 Making Sense of Information</u> Trimester 2: Burwood (Melbourne), Waterfront (Geelong), Cloud (Online)</p>

Completion Rule

- Must pass 3 credit points in {ACC302, ACC303, ADV201, ALJ216, ALJ221, ALM201, ALM202, ALR276, IND201, MIS203}

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 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.