

# A318 BACHELOR OF COMMUNICATION

## FACULTY OF ARTS AND EDUCATION



FOR STUDENTS COMMENCING TRIMESTER 2 2023

Last updated 03/07/2023

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)

<b>YEAR 1</b> Year: 2023	Trimester 2				
	Trimester 3				

<b>YEAR 2</b> Year: 2024	Trimester 1				
	Trimester 2				
	Trimester 3				

<b>YEAR 3</b> Year: 2025	Trimester 1				
	Trimester 2				
	Trimester 3				

<b>YEAR 4</b> Year: 2026	Trimester 1				
	Trimester 2				
	Trimester 3				

### A318 COURSE RULES

- Must pass 24 credit points for course
- Must pass 1 units in {AAI018}
- Must pass 3 credit points in {ACC100, ACC213, ACC310}
- Must pass 6 credit points at level {3}
- Must pass 3 credit points in {AWL201, AWL100, AWL203, AWL300, AWL301, AWL302, AWL200, AWL202}
- Must pass 2 unit set(s) in {Advertising (MJ-A318001), Digital and Social Media (MJ-A318002), Journalism (MJ-A318003), Public Relations (MJ-A318004)} OR
- Must pass 1 unit set(s) in {Advertising (MJ-A318001), Digital and Social Media (MJ-A318002), Journalism (MJ-A318003), Public Relations (MJ-A318004)} AND
- Must pass 1 unit set(s) in {Indigenous Studies (MN-A000074), Journalism (MN-A318003), Public Relations (MN-A318004), Creative Advertising (MN-A318005), Digital Media (MN-A318006), Integrated Communication (MN-A318007), Photojournalism (MN-A318008), Social Media (MN-A318009), Strategic Advertising (MN-A318010)}\*

NOTE\*: Second major sequence or minor sequence can be selected from [Bachelor of Creative Arts](#), [Bachelor of Design](#) or [Bachelor of Film, Television and Animation](#) major or minor sequences.

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.

A318 BACHELOR OF COMMUNICATION MAJOR UNIT SETS

<b>ADVERTISING (MJ-A318001)</b>
<a href="#">ALA101 Advertising Principles and Practices</a>
<a href="#">ALA102 Creative Brand Communication</a>
<a href="#">ALA201 Art Direction and Visualisation</a>
<a href="#">ALA202 Copywriting and Ideation</a>
<a href="#">ALA203 Integrated Brand Communication</a>
<a href="#">ALA205 Creative Advertising Projects</a>
<a href="#">ALA302 Transmedia Storytelling for Brands</a>
<a href="#">ALA304 Creative Advertising Campaigns</a>

Completion Rule

- Must pass 8 unit(s) in {ALA101, ALA102, ALA201, ALA202, ALA203, ALA205, ALA302, ALA304}
- Must pass 8 credit points in {ALA101, ALA102, ALA201, ALA202, ALA203, ALA205, ALA302, ALA304}

#### DIGITAL AND SOCIAL MEDIA (MJ-A318002)

[ALM101 Making Social Media](#)

[ALM102 Making Video](#)

[ALM201 Gamified Media](#)

[ALM202 Quantified Media](#)

[ALM215 Global Media](#)

[ALM216 Social Media Strategy](#)

[ALM302 Digital Media Entrepreneurship](#)

[ALM305 Media Ecologies](#)

#### Completion Rule

- Must pass 8 unit(s) in {ALM101, ALM102, ALM201, ALM202, ALM215, ALM216, ALM302, ALM305}

#### JOURNALISM (MJ-A318003)

[ALJ111 Introduction to Journalism](#)

[ALJ112 News Reporting](#)

[ALJ216 Feature Writing](#)

[ALJ218 Podcasting and Audio Journalism](#)

[ALJ221 Video Journalism](#)

[ALJ222 From the Fourth Estate to Fake News](#)

[ALJ330 Developing a Journalism Portfolio 1](#)

[ALJ331 Developing a Journalism Portfolio 2](#)

#### Completion Rule

- Must pass 8 credit points in {ALJ111, ALJ112, ALJ216, ALJ218, ALJ221, ALJ222, ALJ330, ALJ331}

#### PUBLIC RELATIONS (MJ-A318004)

[ALR103 Introduction to Public Relations](#)

[ALR104 Strategic Communication and Writing](#)

[ALR210 Media Relations Strategy](#)

[ALR212 Public Relations Projects](#)

[ALR213 Issues, Crisis, and Risk Communication](#)

[ALR214 Lobbying, Advocacy and Public Opinion](#)

[ALR301 Public Relations Campaigns](#)

[ALR376 Ethics, Persuasion and Society](#)

Completion Rule

- Must pass 8 credit points in {ALR103, ALR104, ALR210, ALR212, ALR213, ALR214, ALR301, ALR376}

## A318 BACHELOR OF COMMUNICATION MINOR UNIT SETS

### CREATIVE ADVERTISING (MN-A318005)

[ALA102 Creative Brand Communication](#)

[ALA201 Art Direction and Visualisation](#)

[ALA202 Copywriting and Ideation](#)

[ALA304 Creative Advertising Campaigns](#)

Completion Rule

- Must pass 4 credit points in {ALA102, ALA201, ALA202, ALA304}

### DIGITAL MEDIA (MN-A318006)

[ALM101 Making Social Media](#)

[ALM202 Quantified Media](#)

[ALM215 Global Media](#)

[ALM305 Media Ecologies](#)

Completion Rule

- Must pass 4 credit points in {ALM101, ALM202, ALM215, ALM305}

### INDIGENOUS STUDIES (MN-A000074)

[IND101 Introduction to Aboriginal Studies](#)

[IND102 Aboriginal Australian Stories and Songlines](#)

[IND203 Caring for Country](#)

[IND204 Australian Aboriginal Holistic Health and Healing](#)

[IND205 Global Indigenous Knowledges and Philosophies](#)

[IND301 Politics of Resistance in Indigenous Australia](#)

[IND302 Working Alongside Aboriginal Communities](#)

Completion Rule

- Must pass 1 credit points in {IND101, IND102}
- Must pass 2 credit points in {IND203, IND204, IND205}

- Must pass 1 credit points in {IND301, IND302}

### INTEGRATED COMMUNICATION (MN-A318007)

[ALA203 Integrated Brand Communication](#)

[ALA302 Transmedia Storytelling for Brands](#)

[ALR104 Strategic Communication and Writing](#)

[ALR212 Public Relations Projects](#)

#### Completion Rule

- Must pass 4 credit points in {ALA203, ALA302, ALR104, ALR212}

### JOURNALISM (MN-A318003)

[ALJ111 Introduction to Journalism](#)

[ALJ218 Podcasting and Audio Journalism](#)

[ALJ222 From the Fourth Estate to Fake News](#)

[ALJ330 Developing a Journalism Portfolio 1](#)

#### Completion Rule

- Must pass 4 credit points in {ALJ111, ALJ218, ALJ222, ALJ330}

### PHOTOJOURNALISM (MN-A318008)

[ACI102 Digital Photography](#)

[ACI204 Photographic Storytelling](#)

[ACI303 Imaging: Post-Production to Print and Screen](#)

[ALJ216 Feature Writing](#)

#### Completion Rule

- Must pass 4 credit points in {ACI102, ACI204, ACI303, ALJ216}

### PUBLIC RELATIONS (MN-A318004)

[ALR103 Introduction to Public Relations](#)

[ALR213 Issues, Crisis, and Risk Communication](#)

[ALR214 Lobbying, Advocacy and Public Opinion](#)

[ALR376 Ethics, Persuasion and Society](#)

#### Completion Rule

- Must pass 4 credit points in {ALR103, ALR213, ALR214, ALR376}

## SOCIAL MEDIA (MN-A318009)

[ALM101 Making Social Media](#)

[ALM201 Gamified Media](#)

[ALM216 Social Media Strategy](#)

[ALM302 Digital Media Entrepreneurship](#)

### Completion Rule

- Must pass 4 credit points in {ALM101, ALM201, ALM216, ALM302}

## STRATEGIC ADVERTISING (MN-A318010)

[ALA101 Advertising Principles and Practices](#)

[ALA203 Integrated Brand Communication](#)

[ALA302 Transmedia Storytelling for Brands](#)

[ALM216 Social Media Strategy](#)

### Completion Rule

- Must pass 4 credit points in {ALA101, ALA203, ALA302, ALM216}