

# A539 GRADUATE CERTIFICATE OF COMMUNICATION

FACULTY OF ARTS AND EDUCATION  
FOR STUDENTS COMMENCING TRIMESTER 1 2020



Name: \_\_\_\_\_ Student ID: \_\_\_\_\_

Updated: 20/08/2019

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

**A539 course rules -** In order to qualify for the award of Graduate Certificate of Communication (A539), students must complete 4 credit points, which must include the following:

- 4 credit points in Communication from the units list below; and
- AAI018 Academic Integrity (0-credit-point compulsory unit).

## Units

ACC717 Law, Media and Communication	ALJ710 Multimedia Journalism
ACG702 Digital Publishing	ALJ721 International News
ACG703 Design and Digital Skills	ALJ722 Investigative and Narrative Journalism
ACG706 Designing for Web Environments	ALJ728 Feature Writing
ACG708 Design Thinking and Problem Solving	ALJ729 Newsroom Practice
ACG709 Strategic Branding and Design	ALJ712 Broadcast Journalism
ACF700 Writing with the Camera	ALR700 Public Relations Campaigns
ACF701 Television Studio Production	ALR701 Public Relations Writing and Tactics
ACF702 Television Commercial Production	ALR703 Digital Marketing
ACF703 Fractured TV: Audiences, Formats, Technology and Regulation	ALR704 Reputation Management: Crisis, Risk and Responsibility
ACF705 Documentary Production Practice	ALR710 Marketing Communication
ACI700 Introduction to Digital Photography	ALR718 Public Relations, Activism and Social Change
ACX701 Communication Concepts (2 credit points)	ALR731 Public Relations Theory and Practice
ALC701 Social Media Collaboration	ALR733 Advertising Theory and Practice
ALC702 Making Sense of Communities Online	ALR782 Public Affairs and Opinion Formation
ALC703 Digital Curation	
ALC708 Social Media Content Creation	

## 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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FACULTY OF ARTS AND EDUCATION

## 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](http://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)

### 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