

A318 BACHELOR OF COMMUNICATION

FACULTY OF ARTS AND EDUCATION



FOR STUDENTS COMMENCING TRIMESTER 2 2024

Last updated 11/12/2023

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: [DAI001 Academic Integrity Module](#) (0 credit points)

YEAR 1 Year: 2024	Trimester 2				
	Trimester 3				

YEAR 2 Year: 2025	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR 3 Year: 2026	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR 4 Year: 2027	Trimester 1				
	Trimester 2				
	Trimester 3				

A318 COURSE RULES

- Must pass 24 credit points for course
- Must pass 1 units in {DAI001}
- Must pass 3 credit points in {ACC100, ACC310, ACC213}
- Must pass 6 credit points at level {3}
- Must pass 1 credit point in {AWL100}
- Must pass 1 credit point in {AWL201, AWL202, AWL200, AWL203}
- Must pass 1 credit point in {AWL300, AWL302, AWL301}
- 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 {Dance (MJ-A317001), Theatre (MJ-A317002), Photography (MJ-A317003), Publishing (MJ-A317004), Visual Arts (MJ-A317005), Writing (MJ-A317006), Advertising (MJ-A318001), Digital and Social Media (MJ-A318002), Journalism (MJ-A318003), Public Relations (MJ-A318004), Communication Design (MJ-A319001), Interactive and Ux Design (MJ-A319002), Animation (MJ-A351001), Producing Screen Content (MJ-A351002), Screen Production (MJ-A351003)}
- OR
- Must pass 1 unit set(s) in {Indigenous Studies (MN-A000074), Dance (MN-A317001), 2D Practices in the Visual Arts (MN-A317007), 3D Practices in the Visual Arts (MN-A317008), Analogue Practices (Photography) (MN-A317009), Creative Writing (MN-A317010), Digital Practices (Photography) (MN-A317011), Professional Writing (MN-A317012), Scriptwriting (MN-A317013), Theatre (MN-A317014), Theatre Production (MN-A317015), Journalism (MN-A318003), Public Relations (MN-A318004), Creative Advertising (MN-A318005), Digital Media (MN-A318006), Photojournalism (MN-A318008), Social Media (MN-A318009), Strategic Advertising (MN-A318010), Public

Relations Strategy (MN-A318011), Ux Design (MN-A319002), Brand Design (MN-A319003), Design for Social Media (MN-A319004), Interactive Design (MN-A319005), Publication Design (MN-A319006), Producing Screen Content (MN-A351002), Animation and Motion Graphics (MN-A351004), Film Studies (MN-A351005), Screen Content Production (MN-A351006), Scriptwriting (MN-A351007), Visual Effects and Virtual Production (MN-A351008)}

One major must be taken from the majors offered in the degree in which you are enrolled. The other major or minor sequences may be taken from the [Bachelor of Creative Arts](#), [Bachelor of Design](#) or [Bachelor of Film, Television and Animation](#).

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

ADVERTISING (MJ-A318001)
ALA101 Advertising Principles and Practices
ALA102 Creative Brand Communication
ALA201 Art Direction and Visualisation
ALA202 Copywriting and Ideation
ALA203 Integrated Brand Communication

[ALA205 Creative Advertising Projects](#)

[ALA302 Transmedia Storytelling for Brands](#)

[ALA304 Creative Advertising Campaigns](#)

Completion Rule

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

Note(s)

Incompatible with {Creative Advertising (MN-A318005), Strategic Advertising (MN-A318010)}

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}

Note(s)

Incompatible with {Digital Media (MN-A318006), Social Media (MN-A318009)}

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}

Note(s)

Incompatible with {Journalism (MN-A318003)}

PUBLIC RELATIONS (MJ-A318004)

[ALM216 Social Media Strategy](#)

[ALR103 Introduction to Public Relations](#)

[ALR104 Strategic Communication and Writing](#)

[ALR210 Media Relations Strategy](#)

[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 {ALM216, ALR103, ALR104, ALR210, ALR213, ALR214, ALR301, ALR376}

Note(s)

Incompatible with (I/W) {Public Relations (MN-A318004), Public Relations Strategy (MN-A318011)}

A318 BACHELOR OF COMMUNICATION MINOR UNIT SETS

CREATIVE ADVERTISING (MN-A318005)

[ALA102 Creative Brand Communication](#)

[ALA201 Art Direction and Visualisation](#)

[ALA203 Integrated Brand Communication](#)

[ALA304 Creative Advertising Campaigns](#)

Completion Rule

- Must pass 4 credit points in {ALA102, ALA201, ALA203, ALA304}

Note(s)

Incompatible with {Advertising (MJ-A318001)}

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}

Note(s)

Incompatible with {Digital and Social Media (MJ-A318002)}

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}

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}

Note(s)

Incompatible with {Journalism (MJ-A318003)}

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}

Note(s)

Incompatible with {Public Relations (MJ-A318004), Public Relations Strategy (MN-A318011)}

PUBLIC RELATIONS STRATEGY (MN-A318011)

[ALM216 Social Media Strategy](#)

[ALR104 Strategic Communication and Writing](#)

[ALR210 Media Relations Strategy](#)

[ALR301 Public Relations Campaigns](#)

Completion Rule

- Must pass 4 credit points in {ALM216, ALR104, ALR210, ALR301}

Note(s)

Incompatible with {Public Relations (MJ-A318004, MN-A318004)}

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}

Note(s)

Incompatible with {Digital and Social Media (MJ-A318002)}

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}

Note(s)

Incompatible with {Advertising (MJ-A318001)}