A318 BACHELOR OF COMMUNICATION
FACULTY OF ARTS AND EDUCATION

FOR STUDENTS COMMENCING TRIMESTER 1 2024

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 1				
	Trimester 2				
	Trimester 3				

YEAR 2 Year: 2025	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR 3 Year: 2026	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 Bachelor of Creative Arts, Bachelor of Communication, 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

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)}

Created on 6-10-2023