A337 BACHELOR OF DIGITAL MARKETING AND ADVERTISING

FACULTY OF ARTS AND EDUCATION

FOR STUDENTS COMMENCING TRIMESTER 1 2027

Last updated 22/10/2026

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 and Respect At Deakin (0 credit points)

YEAR 1 Year: 2027	Trimester 1	ALA101 Advertising Principles and Practices	M MK101 Marketing Innovation	ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life	Elective unit
	Trimester 2	ALA102 Creative Brand Communication	MIS171 Business Analytics	AWL100 Your Future Direction	Elective unit
	Trimester 3				
YEAR 2 Year: 2028	Trimester 1	ALA201 Art Direction and Visualisation	ALA202 Copywriting and Ideation	M MK295 Digital Content Marketing	Employability unit (level 2)
	Trimester 2	M MK266 Consumer Psychology	M MK280 Brand Insights	ALM216 Social Media Strategy	ALA205 Creative Advertising Projects
	Trimester 3				
YEAR 3 Year: 2029	Trimester 1	ALA302 Transmedia Storytelling for Brands	M MK368 Relationship Marketing	M MK365 Marketing Insights	Elective unit
	Trimester 2	ALA304 Creative Advertising Campaigns	MIS362 Customer and Product Analytics	Employability unit (level 3)	Elective unit
	Trimester 3				

A337 COURSE RULES

- Must pass 24 credit points for course
- Must pass ALL units in {DAI001}
- Must pass 17 credit points in {ACC100, ALM216, MMK295, MMK368, MMK365, ALA101, ALA102, ALA201, ALA202, ALA205, ALA302, ALA304, MIS171, MIS362, MMK101, MMK266, MMK280}
- Must pass 1 credit point in {AWL100}
- Must pass 1 credit point in {AWL200, AWL203, AWL201, AWL202}
- Must pass 1 credit point in {AWL302, AWL301, AWL300}
- Must pass 10 credit points at level {1}
- Must pass 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 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.