

2012 COURSE STRUCTURE

Bachelor of Communication

Course Code: ABCO

The Bachelor of Communication is a three-year undergraduate course with a special emphasis on contemporary communication theories and application. The course provides an opportunity for students to specialise in Professional Writing, Public Relations and Digital Media. All students undertake studies in career development for communication professionals and have an opportunity for professional practice.

Campus	St Albans and Footscray Park
School	School of Communication and the Arts
Course Code	ABCO
Course Coordinator	Paul Adams, Ph: 9919 2194, email: paul.adams@vu.edu.au Location: St Albans Campus, Building 8, Room 8.205
Study Mode	Full-time and part-time available
Duration	3 years full-time
Fee Type	Commonwealth Supported Places (HECS) - Fee information available from http://www.vu.edu.au/courses/fees-and-scholarships
Application Method	VTAC - www.vtac.edu.au Supplementary Form for Non Year 12 Only http://www.vu.edu.au/courses/applying/how-to-apply
Timetable	www.vu.edu.au/Faculties/aeht/Timetables/
Course Requirements	<p>This program comprises 24 semester length (12 credit point) units. Students in this program are required to complete:</p> <p>10 CORE UNITS PLUS one of the following three options:</p> <p>Option 1 - PROFESSIONAL WRITING Six units professional writing Four additional units selected from either public relations or digital media Four electives</p> <p>Option 2 - PUBLIC RELATIONS Ten units public relations Four electives</p> <p>Option 3 - DIGITAL MEDIA Seven units digital media Three additional units selected from either public relations or professional writing Four electives</p> <p>A degree cannot contain more than 10 first year units.</p>
Further Information	Unit (subject) and course information is available from the University course search site at http://www.vu.edu.au/courses/search
<p>You can obtain a list of specialisations and Arts electives from the related links section on the following webpage http://www.vu.edu.au/higher-ed-and-tafe/arts-education-and-human-development</p> <p>Units may be chosen from the majority of specialisations. Note that prerequisites must be met.</p>	

Professional Writing Specialisation

Use the structure below if the second specialisation chosen is the Professional Writing Specialisation (the Communication core is the first specialisation)

Unit Code	Unit Title	Core / Elective	Semester	Credit Points	Prerequisites	Record of Completion
Year 1 Semester 1						Sem/year
ACC1047	Culture and Communication	C	1	12	Nil	
ACP1053	Introduction to Creative Writing	C	1	12	Nil	
1st Year general elective		E	1	12	Nil	
Additional specialisation - Unit 1 Either Public Relations or Digital Media			1	12	Nil	
Year 1 Semester 2						
ACC1048	Media, Culture and Society	C	2	12	Nil	
ACP1054	Introduction to Media Writing	C	2	12	Nil	
1st Year general elective		E	2	12	Refer specialisation info	
Additional specialisation - Unit 2 Either Public Relations or Digital Media			2	12	Refer specialisation info	
Year 2 Semester 1						
ACC3047	Communicating in Organisations	C	1	12	ACC1047 or ACC1048	
ACP2070	Editing Principles and Practice	C	1	12	Normally ACP1053, ACP1054	
2nd Year general elective		E	1	12	Refer specialisation info	
Additional specialisation - Unit 4 Either Public Relations or Digital Media			1	12	Refer specialisation info	
Year 2 Semester 2						
ACC3004	Social Media	C	2	12	ACC1047, ACC1048	
ACP2079	Publishing Principles and Practice	C	2	12	Normally ACP2070	
ACY3004	Career Development for Communication Professionals	C	2	12	Completion of Years 1	
Additional specialisation - Unit 4 Either Public Relations or Digital Media			2	12	Refer specialisation info	
Year 3 Semester 1 YEAR 3 STUDENTS SHOULD DISCUSS THEIR ENROLMENTS WITH THE COURSE COORDINATOR						
Communication Elective		C	1	12	Normally ACC1047, ACC1048	
ACC3001	Communication Graduating Project 1	C	1	12	Completion of Years 1 and 2	
ACC3003	Ethical and Legal issue in Communication	C	1	12	ACC1047, ACC1048	
Plus one of the following two units:						
ACP2085	Fiction Writing	E	1	12	ACP1053	
ACP2020	Writing for Online Media				ACP1054	
Year 3 Semester 2						
3rd Year general elective		E	2	12	Refer specialisation info	
ACC3002	Communication Graduating Project 2	C	2	12	Normally ACC3001	
ACY3005	Communication Professional Practice	C	2	12	Completion of Years 1 and 2	
Plus one of the following three units:						
ACP2078	Performance Writing	E	2	12	ACP1053, ACP1054	
ACP2067	Gender and Genre in Short Fiction N/A 2012					
ACP2080	Writing and Reading Place					

Public Relations Specialisation

Use the structure below if the second specialisation chosen is the Public Relations Specialisation (the Communication core is the first specialisation)

Unit Code	Unit Title	Core/ Elective	Semester	Credit Points	Prerequisites	Record of Completion
Year 1 Semester 1						Sem/year
ACC1047	Culture and Communication	C	1	12	Nil	
ACY1001	Principles and Practice of Public Relations	C	1	12	Nil	
ACM1010	Introduction to Web Technologies (Public Relations Workshop only)	C	1	12	Nil	
1st Year general elective		E	1	12	Nil	
Year 2 Semester 2						
ACC1048	Media, Culture and Society	C	2	12	Nil	
ACY1002	Public Speaking and Communication	C	2	12	Nil	
ACP1054	Introduction to Media Writing	C	2	12	Nil	
1st Year general elective		E	2	12	Refer specialisation info	
Year 2 Semester 1						
ACC3047	Communicating in Organisations	C	1	12	ACC1047, ACC1048	
ACY2003	Media Management in Public Relations	C	1	12	Nil	
ACP3051	Writing for Public Relations and Advertising	C	1	12	ACP1054	
2 nd Year general elective		E	1	12	Refer specialisation info	
Year 2 Semester 2						
ACC3004	Social Media	C	2	12	ACC1047, ACC1048	
ACY2005	Communication Research	C	2	12	Nil	
ACP2079	Publishing Principles and Practice	C	2	12	Nil	
ACY3004	Career Development for Communication Professionals	C	2	12	Completion of Years 1	
Year 3 Semester 1 YEAR 3 STUDENTS SHOULD DISCUSS THEIR ENROLMENTS WITH THE COURSE COORDINATOR						
Communication Elective		C	1	12	Normally ACC1047, ACC1048	
ACY3001	Public Relations Campaigns and Management	C	1	12	Completion of Years 1 & 2	
ACC3001	Communication Graduating Project 1	C	1	12	Completion of Years 1 & 2	
ACC3003	Ethical and Legal Issues in Communication	C	1	12	ACC1047, ACC1048	
Year 3 Semester 2						
3 rd Year general elective		E	2	12	Refer specialisation info	
ACY3006	Marketing Communication	C	2	12	Completion of Years 1 & 2	
ACC3002	Communication Graduating Project 2	C	2	12	Normally ACC3001	
ACY3005	Communication Professional Practice	C	2	12	Completion of Years 1 & 2	

Digital Media Specialisation

Use the structure below if the second specialisation chosen is the Digital Media Specialisation (the Communication core is the first specialisation)

Unit Code	Unit Title	Core/ Elective	Semester	Credit Points	Prerequisites	Record of Completion
Year 1 Semester 1						
ACC1047	Culture and Communication	C	1	12	Nil	
ACM1010	Introduction to Web Technologies	C	1	12	Nil	
ACM1009	Visual Design for Multimedia	E	1	12	Nil	
Additional specialisation - Unit 1 Either Professional Writing or Public Relations			1	12	Nil	
Year 1 Semester 2						
ACC1048	Media, Culture and Society	C	2	12	Nil	
ACM2006	Animation	C	2	12	Nil	
ACM1006	Digital Sound and Video	C	2	12	Nil	
Additional specialisation - Unit 2 Either Professional Writing or Public Relations			2	12	Nil	
Year 2 Semester 1						
ACC3047	Communicating in Organisations	C	1	12	ACC1047, ACC1048	
ACM2003	Interactive Programming	C	1	12	Nil	
Additional specialisation - Unit 3 Either Professional Writing or Public Relations			1	12	Refer specialisation info	
2 nd Year general elective		E	1	12	Refer specialisation info	
Year 2 Semester 2						
ACC3004	Social Media	C	2	12	ACC1047, ACC1048	
ACM2008	Dynamic Web Development	C	2	12	ACM1007	
ACM2007	Innovation Technologies, Research and Application	C	2	12	Nil	
ACY3004	Career Development for Communication Professionals	C	2	12	Completion of Years 1	
Year 3 Semester 1 YEAR 3 STUDENTS SHOULD DISCUSS THEIR ENROLMENTS WITH THE COURSE COORDINATOR						
Communication Elective		C	1	12	Normally ACC1047, ACC1048	
ACC3001	Communication Graduating Project 1	C	1	12	Completion of Years 1&2	
ACC3003	Ethical and Legal Issues in Communication	C	1	12	ACC1047, ACC1048	
3 rd Year general elective		E	1	12	Refer specialisation info	
Year 3 Semester 2						
3 rd Year general elective		E	2	12	Refer specialisation info	
ACC3002	Communication Graduating Project 2	C	2	12	Normally ACC3001	
ACY3005	Communication Professional Practice	C	2	12	Completion of Years 1&2	
3 rd Year general elective		E	2	12	Refer specialisation info	

Communication Elective

Choose from:

ACC2011 Radio Production

ACC2010 Television Production

ACP3049 Writing and Producing the Documentary

ACC3006 Media Audiences

ACC2014 International Communication Industries (N/A 2012)

ACC 2013 New Media

ACC3041 Language and Society

ACC3052 Communication and Cultural Diversity

Students not undertaking the Professional Writing specialization may undertake the following unit

ACP2078 Performance Writing

(Please note not all of the units listed here can be taken as your Communication Elective in semester one. If you wish to enroll in a semester 2 unit, you will need to shift your third year General Elective to first semester so you can undertake your Communication Elective in second semester.)