



This information should be used to serve as a guide to prospective students considering an application for admission to Deakin University's degree programs. The Faculty reserves the right to reassess and grant credits to students in accordance with the requirements of the Deakin University Credit Transfer and Recognition Policy at the time of admission.

KPC Course: Diploma in Advertising and Brand Communication

Deakin Course: A318 – Bachelor of Communication

Major 1: Advertising

Minor 1: Publication Design

Minor 2 Choice between Digital Media OR Design for Social Media

Appendix. Course map showing remaining Deakin units for students receiving RPL

2025 AND ONWARDS

Trimester 1 Start (March)

| | | | | |
|--------------|--|---|--|--|
| Year 1 T1 | ALA302 Transmedia Storytelling (ADV major) 1 Credit Point | ALM305 Media Ecologies (DM Minor) 1 Credit Point | ADD306 Creative Design Studio (Publication Design minor or Design for social media) 1 Credit Point | ALM215 Gamified Media (Design for Social Media minor) OR Elective at Level 2 or 3 if Publication Design minor is chosen*^1 1 Credit Point |
| Year 1 T2 | ALA304 Creative Advertising Campaigns (ADV major) 1 Credit Point | ALM202 Quantified Media (DM Minor) 1 Credit Point | Elective at Level 2 or Level 3 1 Credit Point | ACC310 Communication Futures 1 Credit Point |

Trimester 2 Start (July)

| | | | | |
|--------------|--|---|--|---|
| Year 1 T2 | ALA304 Creative Advertising Campaigns (ADV major) 1 Credit Point | ALM202 Quantified Media (DM Minor) 1 Credit Point | Elective at Level 2 or Level 3 1 Credit Point | ACC310 Communication Futures 1 Credit Point |
| Year 2 T1 | ALA302 Transmedia Storytelling (ADV major) 1 Credit Point | ALM305 Media Ecologies (DM Minor) 1 Credit Point | ADD306 Creative Design Studio (Publication Design minor or Design for social media) 1 Credit Point | ALM215 Gamified Media (Design for Social Media minor) OR Elective at Level 2 or 3 if Publication Design minor is chosen*^1 1 Credit Point |

For unit descriptions see <https://handbook.deakin.edu.au/courses-search/unit-search.php>

Notes:

* If the Publication Design minor is chosen, students may select two electives, one of which must be at Level 3 to meet course rule requirements for completion of six level 3 units.

^ Elective units are to be found in the handbook. Choice of electives will be subject to pre-requisite rules and trimester of offer.

*This Recognition of Prior Learning is **valid for three years** from the **date of approval (06/04/2023)** and must be renewed upon expiration or if the curriculum of either university has changed, whichever comes first.*