



THE UNIVERSITY OF NOTRE DAME AUSTRALIA

Program Code: 3329

CRICOS Code: 074296M

**PROGRAM REGULATIONS:**  
Bachelor of Marketing and Public  
Relations/Bachelor of Arts  
BMktg&PR/BA

Responsible Owner: Dean  
Responsible Office: School of Business, Fremantle  
Contact Officer: PCAC Executive Officer  
Effective Date: 1 January 2021



THE UNIVERSITY OF  
**NOTRE DAME**  
A U S T R A L I A

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## 2 AMENDMENTS

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Amendments to these regulations will be made in accordance with the General Regulations.

Version	Date Amended	Amendment Details	Approved by
1	January, 2008	Amendments to program regulations	Dean
2	December, 2008	Amendments to program regulations	Dean
3	October, 2009	Amendments to program regulations	Dean
4	June, 2010	Amendments to program regulations	Dean
5	July, 2011	Amendments to program regulations	Dean
6	June, 2012	Amendments to program regulations	Dean
7	December, 2013	Regulations transferred to new template	Dean
8	November, 2014	References to MPR 'Honours' changed to 'not offered'	Associate Dean, Fremantle
9	December, 2014	Corrections applied post UCAC as per memo	Associate Dean, Fremantle
10	February, 2015	Corrections applied post UCAC as per memo	Associate Dean, Fremantle
11	July 2015	New course BS399 Social Media (Fremantle only), name change to BS205 and BS209	Associate Dean, Fremantle
12	January 2018	New course codes assigned	PVCA
13	December 2018	New program template	Associate Dean, Fremantle Campus
14	December 2020	Program description added	PCAC EO

### 3 PURPOSE

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These Program Regulations set out the approved requirements for the Bachelor of Marketing and Public Relations / Bachelor of Arts.

### 4 OVERVIEW

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#### 4.1 Campus Availability

The Bachelor of Marketing and Public Relations / Bachelor of Arts has been approved for delivery on the Fremantle Campus and the Sydney Campus.

#### 4.2 Student Availability

The Bachelor of Marketing and Public Relations / Bachelor of Arts is available for enrolment to domestic Students and international Students with a student visa.

#### 4.3 Australian Qualifications Framework

The Bachelor of Marketing and Public Relations / Bachelor of Arts is accredited by the University as a Level 7 AQF qualification.

#### 4.4 Duration

The Volume of Learning for the Bachelor of Marketing and Public Relations / Bachelor of Arts is 4.25 years of equivalent full-time study.

An option to complete this Program Part-time is available.

#### 4.5 Maximum Duration

The maximum period of time within which a student is permitted to complete the Bachelor of Marketing and Public Relations / Bachelor of Arts Award is detailed in the University's General Regulations.

#### 4.6 Study Mode

The Bachelor of Marketing and Public Relations / Bachelor of Arts is offered in Internal Study mode.

#### 4.7 Professional Accreditation

There are no professional accreditation requirements applicable to this Program.

### 5 ENTRY REQUIREMENTS

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#### 5.1 University Admission Requirements

To be eligible for admission to The University of Notre Dame Australia, all applicants must meet the [University's minimum requirements for admission](#). The requirements for admission are detailed in the University's Policy: *Admissions*.

#### 5.2 Academic Requirements

There are no additional entry requirements or pre-requisites for this Award.

### 6 PRACTICUM OR INTERNSHIP REQUIREMENTS

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6.1 Students are required to complete BUSN3900 Business Internship that includes a minimum of 150 hours of practicum.

## 7 PROGRAM REQUIREMENTS

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### 7.1 Program Description: Bachelor of Marketing and Public Relations

The Bachelor of Marketing & Public Relations program equips you with the practical and analytical skills to proactively engage with all stakeholders and promote any business.

#### Program Description: Bachelor of Arts

Bachelor of Arts graduates think critically, creatively and ethically to solve problems and are culturally and globally aware. They have research and communication skills and can work both autonomously and with others. Students develop core skills through in-depth study of at least one major discipline area, selected from the traditional humanities, social and behavioural sciences, and/or communications and media. In upper year levels, students may undertake specialised learning that complements their professional and/or personal interests. Internships enable students to apply knowledge and skills in the workplace and to hone work-ready aptitudes. Students can also take advantage of short and long-term international learning opportunities through the Experience the World and Study Abroad programs. Arts graduates are valued across a range of industries and workplaces, and are well-placed to make a life-long contribution to the intellectual, cultural and civic life of communities.

### 7.2 Program Learning Outcomes

Upon successful completion of the **Bachelor of Marketing and Public Relations** graduates will be able to:

1. Apply marketing and public relations theories and practice for products and/or services;
2. Create and deploy effective marketing plans and/or public relations campaigns;
3. Create and execute marketing and public relations plans and programmes in national and international scenarios;
4. Effectively analyse and manage ethical matters in a professional manner;
5. Employ critical reflection to encourage on-going learning to maintain and improve professional knowledge and skills;
6. Think critically, reason and use judgment in preparation of their professional practice;
7. Use evidence based research in the preparation of professional analysis and advice.

Upon successful completion of the **Bachelor of Arts** graduates will be able to:

1. Demonstrate broad theoretical and practical knowledge, with depth in the underlying principles and concepts of one or more disciplines or practice areas;
2. Identify appropriate sources and evaluate information;
3. Demonstrate an awareness of different conceptual approaches and/or research methods;
4. Demonstrate the technical skills, professional skills and ethical practice required by one or more disciplines;
5. Synthesise knowledge and apply skills in order to solve complex problems;
6. Communicate arguments and/or ideas in a range of forms;
7. Work independently and, where appropriate, in collaboration with others; and
8. Reflect upon personal knowledge, skills and experiences.

### 7.3 Required Courses

To be eligible for the award of Bachelor of Marketing and Public Relations / Bachelor of Arts students must complete a minimum of 850 Units of Credit chosen from the courses listed in the program regulations for the single degrees: Bachelor of Marketing and Public Relations and Bachelor of Arts; comprising:

- 75 Units of Credit from three (3) Core Curriculum Courses;

#### For the Bachelor of Marketing and Public Relations:

- 200 Units of Credit from eight (8) Compulsory Business Courses;
- 250 Units of Credit from ten (10) Compulsory Marketing and Public Relations Courses;
- 25 Units of Credit from the BUSN3900 Business Internship.

#### For the Bachelor of Arts:

- 200 Units of Credit to form an Arts Majors, as detailed in the program regulations for the Bachelor of Arts;

- 100 units of credit from approved Arts elective courses, as listed in the program regulations for the Bachelor of Arts.

#### **7.4 Elective Courses**

Students enrolled in the Bachelor of Marketing and Public Relations / Bachelor of Arts may be required to complete elective courses.

Arts electives are listed in the program regulations for the Bachelor of Arts.

There are no electives for the Bachelor of Marketing and Public Relations.

#### **7.5 Honours**

The Bachelor of Arts component is offered with Honours. Details are available in the Bachelor of Arts (Honours) Program Regulations (Program code 3493) and are to be read in conjunction with the *Policy: The Award of a Degree with Honours*.

The Bachelor of Marketing and Public Relations component is not available with Honours.

#### **7.6 Course substitutions**

Course substitutions must be equivalent in study load and academic learning (i.e. 25 Units of Credit) and must be approved by the Dean of the School of Business or the School of Arts and Sciences, as relevant.

#### **7.7 Majors**

There are no Majors in the Bachelor of Marketing and Public Relations.

Requirements for Arts Majors are listed in the program regulations for the Bachelor of Arts.

#### **7.8 Minors**

There are no Minors in the Bachelor of Marketing and Public Relations or the Bachelor of Arts in this Award.

## **8 DEFINITIONS**

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For the purpose of these Regulations, the following definitions are available in the General Regulations.

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|--------------------|------------------------|-----------------------|
| • Leave of Absence | • Pre-requisite Course | • Co-requisite Course |
| • Major            | • Minor                | • Specialisation      |
| • Units of Credit  | • Elective             | • General Elective    |