Program Code: 3375
CRICOS Code: 073023M

PROGRAM REGULATIONS:
Bachelor of Marketing and Public Relations/Bachelor of Communications and Media
BMktg&PR/BComnMed

Responsible Owner: Dean
Responsible Office: School of Business, Fremantle
Contact Officer: PCAC Executive Officer
Effective Date: 1 January 2020
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2 AMENDMENTS

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

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<th>Version</th>
<th>Date Amended</th>
<th>Amendment Details</th>
<th>Approved by</th>
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<td>Regulations transferred to new template</td>
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<td>November, 2014</td>
<td>References to MPR ‘Honours’ changed to ‘not offered’</td>
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<td>9</td>
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<td>Corrections applied post UCAC as per memo</td>
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<td>11</td>
<td>July 2015</td>
<td>New Course BS399 Social Media (Fremantle only), name change to BS205 and BS209.</td>
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<td>Changes to Accounting Course (Fremantle) to align with Sydney campus</td>
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<td>January 2018</td>
<td>New course codes assigned</td>
<td>PVCA</td>
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<td>14</td>
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<td>Edits as per UCAC memo 5/12/17</td>
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3 PURPOSE

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

4 OVERVIEW

4.1 Campus Availability
The Bachelor of Marketing and Public Relations / Bachelor of Communications and Media 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 Communications and Media 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 Communications and Media 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 Communications and Media is 4.1 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 Communications and Media Award is detailed in the University's General Regulations.

4.6 Study Mode
The Bachelor of Marketing and Public Relations / Bachelor of Communications and Media is offered in Internal Study mode.

4.7 Professional Accreditation
There are no professional accreditation requirements applicable to this Program.

5 ENTRY REQUIREMENTS

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

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

7.1 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 Communications and Media** graduates will be able to:

1. Analyse the cultural, political, ethical and aesthetic contexts of media production including relevant international and intercultural perspectives
2. Evaluate practical and theoretical knowledge with depth in the underlying principles and concepts in one or more communications and media discipline areas
3. Apply analytical, creative and practical skills in one or more media and communications industry contexts
4. Integrate theory and practice in media and communication projects
5. Communicate arguments and/or ideas in a range of forms
6. Create innovative and practical solutions to communications problems, independently and, where appropriate, in collaboration with others
7. Exemplify the creative and practical skills, and the ethical, legal and professional standards relevant to their chosen discipline area in the creation of media.

7.2 Required Courses
To be eligible for the award of **Bachelor of Marketing and Public Relations / Bachelor of Communications and Media** students must complete a minimum of 825 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 Communications and Media; 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;
- 225 Units of Credit from nine (9) Compulsory Marketing and Public Relations Courses;
- 25 Units of Credit from the BUSN3900 Business Internship.

**For the Bachelor of Communications and Media:**

- 300 Units of Credit from courses from the Bachelor of Communications and Media, of which 200 Units of Credit will form a Major from the approved list of Majors, plus two (2) required Communications and Media courses and two (2) Communications and Media elective. See the program regulations for the Bachelor of Communications and Media for details.

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

There are electives for the Bachelor of Communications and Media.

Bachelor of Communications and Media elective courses can be selected from the approved list of course offerings listed in the Appendices for each major, as per the program regulations for the Bachelor of Communications and Media.
7.4 Honours
The Bachelor of Communications and Media component is offered with Honours. Details are available in the Bachelor of Communications and Media (Honours) Program Regulations (Program code 3495) 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.

7.5 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.

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

Requirements for Communications and Media Majors are listed in the program regulations for the Bachelor of Communications and Media.

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

There are no Minors in the Bachelor of Communications and Media.

8 DEFINITIONS

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

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