



THE UNIVERSITY OF NOTRE DAME AUSTRALIA

# Bachelor of Arts (Major: Advertising)

# Bachelor of Arts (Major: Advertising)

*School of Arts & Sciences*

***Are you ready to take on the world? The Bachelor of Arts with a Major in Advertising at The University of Notre Dame Australia will give you a unique combination of business and marketing savvy and enormous creativity. A Bachelor of Arts (Major: Advertising) strives to impart all those skills. You will learn about consumer behaviour, integrated marketing and media planning and develop your production and design knowledge. Contact us today to find out more.***

## **Why study this degree?**

Aside from being one of Australia's most competitive industries, advertising is also one of the most rapidly changing – presenting plenty of challenges and

opportunities for practitioners. This well-structured program covers traditional advertising skills such as design and consumer behaviour alongside a thorough introduction to the new digital and social media platforms.

Core courses over the three-year program include Media and Society, Consumer Behaviour, Advertising and Promotions, Media Planning, Creative Advertising and Advertising Design. You will also choose 12 electives, allowing you to take a Minor or double Major in another discipline such as Applied Psychology, Sociology, Marketing or Public Relations.

Upon graduation, you will be fully equipped to work in various roles such as copywriting, media buying, brand management and creative direction.

## **Program summary**

Students must complete 200 units of credit, as follows:

### **Students complete these 8 courses:**

- BUSN1220 Principles of Marketing
- BUSN2050 Integrated Marketing Communications
- BUSN2520 Consumer Behaviour
- BUSN3440 Media Planning and Buying
- COMM1060 Media and Society
- COMM2010 Production: Creative Advertising
- COMM3430 Advertising Design: Professional Brief
- COMM3510 Advertising and Society

# core-curriculum

## Core Curriculum

- CORE I: Foundations of Wisdom
- CORE II: Elective
  - Electives in philosophy and/or theology
  - Professional embedded electives that integrate studies in a profession with philosophy and/or theology
  - An option to undertake a pilgrimage embedded in the study of the philosophy and theology of pilgrimage, e.g., World Youth Day
  - An option to undertake a course that integrates philosophy & theology with community service and charity work
  - An option to undertake an elective in philosophy, theology, and the liberal arts contained within an international experience

Full details of the program requirements are contained in the Program Requirements

([https://www.notredame.edu.au/\\_data/assets/pdf\\_file/0023/384/of-Arts.pdf](https://www.notredame.edu.au/_data/assets/pdf_file/0023/384/of-Arts.pdf)).

## arts&sciences

More information regarding courses can be found at the course descriptions

(<https://www.notredame.edu.au/about/schools/sydney/arts-and-sciences/course-descriptions>) page.

*Please note: The availability of these courses is indicative only and may be subject to change.*

## **Entry requirements**

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### **Entry requirements WA**

### **Entry requirements NSW**

## **Learning outcomes**

**Upon successful completion of the Bachelor of Arts graduates should 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
8. Reflect upon personal knowledge, skills and experiences

## **Career opportunities**

Graduates of this program will be fully equipped to work in a variety of roles such as copywriting, promotions and communications, media buying, brand management and creative direction.

## **Real-world experience**

You will learn from our academics, who are leaders in their field. While not a requirement, internship courses and work-integrated learning opportunities are available to enable you to gain on-the-job experience with professionals in your chosen field.

## **Honours**

An Honours award is available for this program. Further information can be found in the [Bachelor of Arts \(Honours\) regulations](#)

([https://www.notredame.edu.au/\\_data/assets/pdf\\_file/0024/384/of-Arts-Honours.pdf](https://www.notredame.edu.au/_data/assets/pdf_file/0024/384/of-Arts-Honours.pdf)), or by contacting the [School of Arts & Sciences](#) (<https://www.notredame.edu.au/about-us/faculties-and-schools/school-of-arts-and-sciences>).

## **Study abroad**

A global perspective adds a valuable dimension to your university education. At Notre Dame University you can study while experiencing the world. We encourage students to become active global citizens through a range of exchange programs, professional placements, study tours, and volunteer opportunities. Visit [International Opportunities](#)

(<https://www.notredame.edu.au/study/international-students>) to find out more.

## **Fees and costs**

This Program has the following loan scheme(s) available for eligible students:

### **Commonwealth Supported Place (CSP)**

A Commonwealth Supported Place (CSP) is a place at a university where the Australian Government pays part of your fees. This part is a subsidy, not a loan, and you don't have to pay it back. However, this subsidy does not cover the entire cost of your study. Students must pay the rest, which is called the 'student contribution amount'.

In a Commonwealth Supported Place, your fees are subsidised by the Australian Government. Your fees will be split into two portions:

The Commonwealth contribution, which is the portion paid by the Australian Government.

The student contribution, which is the portion you pay. You may choose to pay upfront or defer your student contribution with a HECS-HELP Loan. The HECS-HELP loan scheme (<https://www.studyassist.gov.au/preview-link/node/106/5de65e70-6656-4297-a79d-19fd4a6deadd>) assists eligible students with the payment of all, or part, of their tuition fees, not including additional study costs such as accommodation or textbooks. Your HECS-HELP debt will be indexed each year in line with the Consumer Price Index.

Eligible students will be offered a CSP – you do not need to apply.

### **International Full-Fee Paying**

Tuition costs depend on an international student's study load and discipline. Fees are payable each semester at

least four weeks prior to the commencement of your program.

For indicative fees and information on how to pay, including Government loan schemes and our online calculator, visit our [Fees, costs and scholarships page](https://www.notredame.edu.au/study/fees-costs-and-scholarships) (<https://www.notredame.edu.au/study/fees-costs-and-scholarships>).

## Student profile data

Tables 1 and 2 below give an indication of the likely peer cohort for new students in this Program. It provides data on all students who commenced in this Program in the most relevant recent intake period, including those admitted through all offer rounds and international students studying in Australia.

### Fremantle Student Profile Data

**TABLE 1a - Bachelor of Arts BASIS OF ADMISSION IN SEMESTER 1, 2022 INTAKE**

Applicant background	Semester 1 2022	
	Number of students	Percentage of all students
<b>(A) Higher education study</b> (includes a bridging or enabling course)	17	37%
<b>(B) Vocational education and training (VET) study</b>	<5	N/P

<b>(C) Work and life experience</b> (Admitted on the basis of previous achievement not in the other three categories)	5	11%
<b>(D) Recent secondary education:</b> <ul style="list-style-type: none"> <li>◦ Admitted solely on the basis of ATAR (regardless of whether this includes the consideration of adjustment factors such as equity or subject bonus points)</li> </ul>	<5	N/P
<ul style="list-style-type: none"> <li>◦ Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, interview, extra test, early offer conditional on minimum ATAR)</li> </ul>	<5	N/P
<ul style="list-style-type: none"> <li>◦ Admitted on the basis of other criteria only and ATAR was <b><i>not</i></b> a factor (e.g. special consideration, audition alone, interview, school marks &amp; recommendation with no minimum ATAR requirement)</li> </ul>	13	28%
<b>International students</b>	<5	N/P
<b><i>All students</i></b>	<b>46</b>	<b>100.0%</b>

**TABLE 1b - Bachelor of Arts ATAR PROFILE DATA FOR APPLICANTS ENTERING ON THE BASIS OF RECENT SECONDARY EDUCATION IN SEMESTER 1, 2022 INTAKE**

RECENT	ATAR	Selection Rank
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<b>SECONDARY EDUCATION - ATAR-based offers</b>	<b>(Excluding adjustment factors) *</b>	<b>(ATAR plus any adjustment factors) *[only if relevant]</b>
<b>Highest rank to receive an offer</b>	96.85	96.85
<b>Median rank to receive an offer</b>	74.20	77.20
<b>Lowest rank to receive an offer</b>	64.65	70.00

## Sydney Student Profile Data

**TABLE 1a - Bachelor of Arts BASIS OF ADMISSION IN SEMESTER 1, 2022 INTAKE**

<b>Applicant background</b>	<b>Semester 1 2022</b>	
	<b>Number of students</b>	<b>Percentage of all students</b>
<b>(A) Higher education study</b> (includes a bridging or enabling course)	7	13%
<b>(B) Vocational education and training (VET) study</b>	8	15%
<b>(C) Work and life experience</b> (Admitted on the basis of previous achievement, not in the other three categories)	<5	NP
<b>(D) Recent secondary education:</b> <ul style="list-style-type: none"> <li>◦ Admitted solely on the basis of ATAR (regardless of</li> </ul>	<5	N/P

whether this includes the consideration of adjustment factors such as equity or subject bonus points)		
◦ Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, interview, extra test, early offer conditional on minimum ATAR)	11	21%
◦ Admitted on the basis of other criteria only and ATAR was <b><i>not</i></b> a factor (e.g. special consideration, audition alone, interview, school marks & recommendation with no minimum ATAR requirement)	22	42%
<b>International students</b>	<5	N/P
<b><i>All students</i></b>	<b>52</b>	<b>100.0%</b>

**TABLE 1b - Bachelor of Arts ATAR PROFILE DATA FOR APPLICANTS ENTERING ON THE BASIS OF *RECENT SECONDARY EDUCATION* IN SEMESTER 1, 2022 INTAKE**

<b>RECENT SECONDARY EDUCATION - ATAR-based offers</b>	<b>ATAR (Excluding adjustment factors) *</b>	<b>Selection Rank (ATAR plus any adjustment factors) *[only if relevant]</b>
<b>Highest rank to receive an offer</b>	82.85	97.85
<b>Median rank to</b>	65.90	75.15

<b>receive an offer</b>		
<b>Lowest rank to receive an offer</b>	55.20	69.05

**TABLE 2a - Bachelor of Arts (Honours) BASIS OF ADMISSION IN SEMESTER 1, 2022 INTAKE**

<b>Applicant background</b>	<b>Semester 1 2022</b>	
	<b>Number of students</b>	<b>Percentage of all students</b>
<b>(A) Higher education study</b> (includes a bridging or enabling course)	<5	N/P
<b>(D) Recent secondary education:</b> <ul style="list-style-type: none"> <li>◦ Admitted on the basis of other criteria only and ATAR was <b><i>not</i></b> a factor (e.g. special consideration, audition alone, interview, school marks &amp; recommendation with no minimum ATAR requirement)</li> </ul>	<5	N/P
<b><i>All students</i></b>	<b><i>N/P</i></b>	<b><i>100.0%</i></b>

**Notes:**

“<5” – the number of students is less than 5

N/A – Students not accepted in this category

N/P – Not published: the number is hidden to prevent the

calculation of numbers in cells with less than 5 students

In 2022, due to COVID, additional adjustment factor points were granted to applicants from NSW, ACT and VIC.

## More information

### Considering your uni options?

Talk to one of our career advisors for a personalised advice session (<https://calendly.com/d/dmr-5gg-c2h>). Our advisors provide support while choosing a program of study and completing our application process. **Book my session. (<https://calendly.com/d/dmr-5gg-c2h>)**

For more information, please call our Prospective Students Office on +61 2 8204 4404 or email [sydney@nd.edu.au](mailto:sydney@nd.edu.au) (<mailto:sydney@nd.edu.au>).

All international enquiries should contact the International Students Office on [international@nd.edu.au](mailto:international@nd.edu.au) (<mailto:international@nd.edu.au>).

**APPLY DIRECT ↗**

## Need help? Ask Notre Dame

(02) 8204 4404

**Duration:** 3 years full-time or equivalent part-time

**Duration type:** Full time; Part time

**Campus:** Sydney

**Study mode:** On campus

**Commencement:** Semester 1; Semester 2

**Program code:** 3009

**CRICOS code:** 015324A

**Fee:** Commonwealth Supported Place (CSP); International  
II Fees

**Practical Component:** Internship courses and work-  
:egrated learning opportunities

APPLY DIRECT [NOTREDAME.EDU.AU](https://NOTREDAME.EDU.AU)