



THE UNIVERSITY OF NOTRE DAME AUSTRALIA

Bachelor of Arts (Major: Marketing)

Bachelor of Arts (Major: Marketing)

School of Arts & Sciences

Do you want to become a marketing guru? Marketing lies at the very heart of almost every global business enterprise. The ability to connect with consumers and interpret market demand is also valued by advertising agencies, government departments and community organisations. This Bachelor of Arts program with a second major in Marketing covers the essential elements of marketing, such as advertising, promotion, consumer behaviour and branding, plus plenty of practical hands-on work experience. Contact us today to find out more about this exciting degree.

Why study this degree?

A driving force in any organisation, marketing is also a constantly evolving industry that is currently responding to changing consumer demands, new delivery systems and new information platforms. Here at The University of Notre Dame Australia, our Marketing major program will teach you about proactive communication and how to analyse information as well as key skills such as writing, promotion, branding and e-marketing.

In addition to learning about advertising, consumer behaviour, strategic marketing and business research methods, you will also delve into the ethical and social responsibilities that underpin the role of marketers in today's highly competitive business environment. Other subjects include international marketing, services marketing and the increasingly important area of e-marketing.

This degree, which is taken as a second Bachelor of Arts Major, takes a skills-based approach. As a student, you will undertake 150 hours of practical workplace engagement over the course of the program and graduates can expect to find employment in private corporations, advertising agencies, government departments and non-government organisations (NGOs).

Program summary

Year One

- ARTS1000 Academic Writing, Communication and Research
- BUSN1220 Principles of Marketing

Year Two

- BUSN2030 Business Research Methods
- BUSN2520 Consumer Behaviour

- Advertising and Promotion

Year Three

- BUSN3540 International Marketing
- BUSN5410 Services Marketing
- BUSN3150 E-Marketing
- BUSN3500 Strategic Marketing

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

Plus an additional 8 units for the primary Arts major* plus 4 electives (undertaken during years one, two and/or three)

*The Marketing major may only be undertaken as a second major (students interested in studying Marketing as a first major should take a look at our Business degrees)

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) (<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

drop-down code

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 can follow diverse career paths in the private and public sectors; Many employers will welcome the transferable skills. The following careers are open to graduates of this program: Market research analyst, public relations, event manager, advertising executive, brand manager.

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), or by contacting the [School of Arts & Sciences](#) (<https://www.notredame.edu.au/about-us/faculties-and-schools/school-of-arts-and-sciences/sydney/contact-us>).

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>).

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
(A) Higher education study (includes a bridging or enabling course)	17	37%
(B) Vocational education and training (VET) study	<5	N/P
(C) Work and life experience (Admitted on the basis of previous achievement not in the other three categories)	5	11%
(D) Recent secondary education: <ul style="list-style-type: none"> Admitted solely on the basis of ATAR (regardless of whether this includes the consideration of adjustment factors such as equity or subject bonus points) 	<5	N/P

◦ Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, interview, extra test, early offer conditional on minimum ATAR)	<5	N/P
◦ Admitted on the basis of other criteria only and ATAR was <i>not</i> a factor (e.g. special consideration, audition alone, interview, school marks & recommendation with no minimum ATAR requirement)	13	28%
International students	<5	N/P
All students	46	100.0%

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

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

Sydney 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
(A) Higher education study (includes a bridging or enabling course)	7	13%
(B) Vocational education and training (VET) study	8	15%
(C) Work and life experience (Admitted on the basis of previous achievement, not in the other three categories)	<5	NP
(D) Recent secondary education: <ul style="list-style-type: none"> ◦ Admitted solely on the basis of ATAR (regardless of whether this includes the consideration of adjustment factors such as equity or subject bonus points) 	<5	N/P
<ul style="list-style-type: none"> ◦ Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, interview, extra test, early offer conditional on minimum ATAR) 	11	21%
<ul style="list-style-type: none"> ◦ Admitted on the basis of other criteria only and ATAR 	22	42%

was <i>not</i> a factor (e.g. special consideration, audition alone, interview, school marks & recommendation with no minimum ATAR requirement)		
International students	<5	N/P
<i>All students</i>	<i>52</i>	<i>100.0%</i>

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

RECENT SECONDARY EDUCATION - ATAR-based offers	ATAR (Excluding adjustment factors) *	Selection Rank (ATAR plus any adjustment factors) *[only if relevant]
Highest rank to receive an offer	82.85	97.85
Median rank to receive an offer	65.90	75.15
Lowest rank to receive an offer	55.20	69.05

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

Applicant background	Semester 1 2022	
	Number of students	Percentage of all students
(A) Higher education study	<5	N/P

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

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>).

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

APPLY DIRECT ↗

Need help? Ask Notre Dame

(02) 8204 4400

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

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