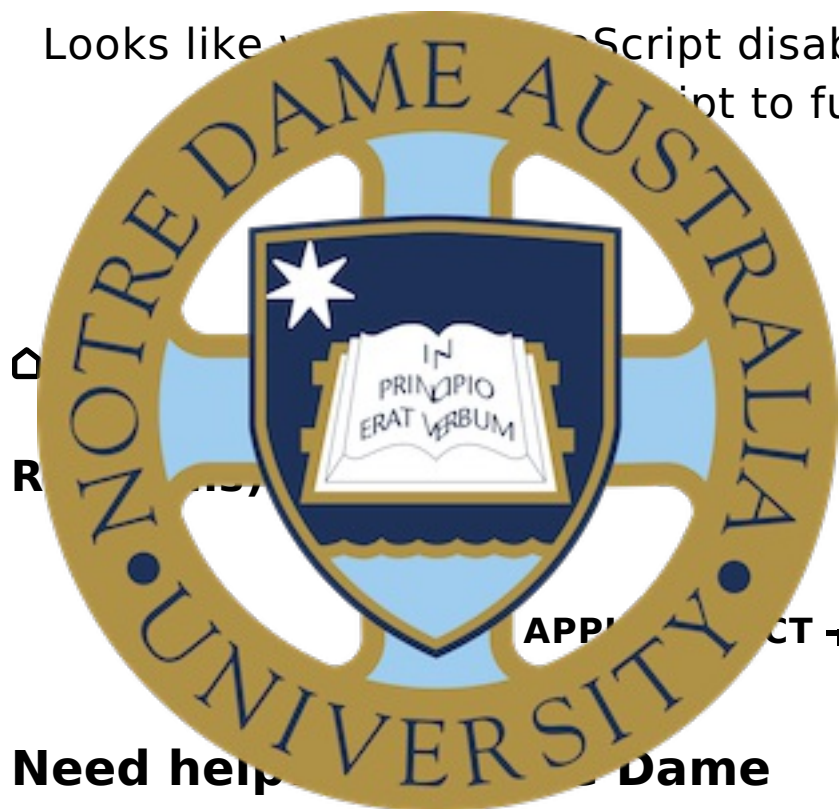


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**Major: Marketing & Public**

**Need help?** **Notre Dame**

(<http://www.notredame.edu.au/home>)  
(08) 9433-0533

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

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

**Campus:** Fremantle

**Study mode:** On campus

**Commencement:** Semester 1; Semester 2

**Program code:** 3009

**CRICOS code:** 015324A

**Loan Scheme:** HECS-HELP; CSP

**Practical Component:** 90 hours

# **Bachelor of Arts (Second Major: Marketing & Public Relations)**

***Kick-start your business career with this skills-based Major. Marketing strategies seek to create and deliver something of value to satisfy customer demands and ensure business is conducted for the community's welfare. In a dynamic and competitive marketplace, effective customer-focused marketing is critical to the success of any enterprise. The University of Notre Dame Australia's Bachelor of Arts with a Second Major in Marketing & Public Relations introduces the building blocks to these critical business functions. Contact us today to find out more.***

## **Why study this major?**

Marketing & Public Relations (PR) can be combined with any of the first Majors available in the Bachelor of Arts and provides an introduction to marketing, consumer behaviour, public relations and communication.

The structure of the Major allows you to complete the required courses and then choose courses that interest you, including international marketing, services marketing, corporate PR and crisis management.

This Major, combined with a traditional Arts first major, will equip you with skills that apply to many workplaces.

For more in-depth marketing and PR content, you should consider the Bachelor of Commerce or Bachelor of Marketing & PR or combine one of these with a Bachelor of Arts to form a double degree.

Marketing & PR is available as a **second** Major and Minor in the following programs, including double-degree variations:

- Bachelor of Arts
- Bachelor of Arts (Architecture) (Minor only)
- Bachelor of Communications and Media
- Bachelor of Science (Minor only)

Marketing & PR is available as a **first** Major or Minor in Bachelor of Behavioural Science.

## **Program summary**

**The Marketing & Public Relations Major includes these requirements:**

Students must complete 200 units of credit, as follows:

**Students complete these FIVE courses:**

- BUSN1220 Principles of Marketing
- BUSN2050 Integrated Marketing Communications
- BUSN2090 Professional Writing
- BUSN2520 Consumer Behaviour
- BUSN2580 Introduction to Public Relations

**Students complete THREE of these courses:**

- BUSN3230 Services Marketing OR BUSN3540 International Marketing
- BUSN3370 Corporate Public Relations
- BUSN3500 Strategic Marketing
- BUSN3990 Social Media

Please check Bachelor of Commerce Program Requirements (3058) in the School of Business for any pre-requisite requirements.

## 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)).

Here you can find full details of the Major, Second Major and Minor requirements ([https://www.notredame.edu.au/\\_\\_data/assets/pdf\\_file/0023/219/and-Public-Relations.pdf](https://www.notredame.edu.au/__data/assets/pdf_file/0023/219/and-Public-Relations.pdf)).

More information regarding courses can be found at the course descriptions (<https://www.notredame.edu.au/about/schools/fremantle/arts-and-sciences/course-descriptions>) page.

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

## **Entry requirements**

### **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: administration officer, customer service officer, accounts administrator, portfolio administrator, recruitment administrator, brand ambassador, and promotions officer.

## **Real-world experience**

You will learn from academics who are industry leaders and, through our practicum placements and internship programs, you will gain real professional experience and make valuable contacts with potential employers.

## **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/fremantle/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:

## **CSP**

A Commonwealth Supported Place (CSP) is a place at university where the 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, 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.

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

## **HECS-HELP**

The HECS-HELP loan scheme 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.

For indicative fees and information on how to pay, including Government loan schemes and our online calculator, visit our [Fees 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,</li> </ul>	<5	N/P



audition, interview, extra test, early offer conditional on minimum ATAR)		
◦ 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)	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**

<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>	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>	

	Number of students	Percentage of all students
<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 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>	11	21%
<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>	22	42%
<b>International students</b>	<5	N/P

<b>All students</b>	<b>52</b>	<b>100.0%</b>
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**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 receive an offer</b>	65.90	75.15
<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</li> </ul>	<5	N/P

no minimum ATAR requirement)		
<b>All students</b>	<b>N/P</b>	<b>100.0%</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 8 9433 0533 or email [future@nd.edu.au](mailto:future@nd.edu.au) (<mailto:future@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>).