



THE UNIVERSITY OF NOTRE DAME AUSTRALIA

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

School of Arts & Sciences, Fremantle Campus

Kick-start your business career with this skills-based Major. Marketing strategies seek to create and deliver something of value in order to satisfy customer demands and ensure business is conducted to the welfare of the community. In a dynamic and competitive marketplace, effective customer-focused marketing is critical to the success of any enterprise. The Bachelor of Arts with a Second Major in Marketing & Public Relations introduces the building blocks to these important business functions.

Why study this major?

The Marketing & Public Relations 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, when combined with a traditional Arts first major, will equip you with skills that will apply to many workplaces.

For more in-depth marketing and PR content, you should consider the Bachelor of Commerce (<https://www.notredame.edu.au/programs/fremantle/school-of-business/undergraduate/bachelor-of-commerce>) or Bachelor of Marketing & PR (<https://www.notredame.edu.au/programs/fremantle/school-of-business/undergraduate/bachelor-of-marketing-and-public-relations>) or combine one of these with a Bachelor of Arts (<https://www.notredame.edu.au/programs/fremantle/school-of-arts-and-sciences/undergraduate/double-degrees>) 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
(<https://www.notredame.edu.au/programs/fremantle/school-of-arts-and-sciences/undergraduate/bachelor-of-arts>)
- Bachelor of Arts (Architecture)
(<https://www.notredame.edu.au/programs/fremantle/school-of-arts-and-sciences/undergraduate/bachelor-of-arts-architecture>) (Minor only)
- Bachelor of Communications and Media

<https://www.notredame.edu.au/programs/fremantle/s-of-arts-and-sciences/undergraduate/bachelor-of-communications-and-media>)

- Bachelor of Science
(<https://www.notredame.edu.au/programs/fremantle/s-of-arts-and-sciences/undergraduate/bachelor-of-science>) (Minor only)

Marketing & PR is available as a **first** Major or Minor in Bachelor of Behavioural Science
(<https://www.notredame.edu.au/programs/fremantle/school-of-arts-and-sciences/undergraduate/bachelor-of-behavioural-science>).

Structure of Marketing & Public Relations Major in the Bachelor of Arts

The Marketing & Public Relations Major includes these requirements:

Students must complete one Major, comprised of required courses and approved elective courses to a total of EIGHT (8) x 25 units of credit.

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

Students must complete the following FIVE (5) courses:

- BUSN1220 Principles of Marketing (Pre-req: Nil)
- BUSN2050 Integrated Marketing Communication (Pre-req: BUSN2520)
- BUSN2090 Professional Writing (Pre-req: BUSN2580)

- BUSN2520 Consumer Behaviour (Pre-req: BUSN1220)
- BUSN2580 Introduction to Public Relations (Pre-req: Nil)

Plus THREE (3) of the following courses:

- BUSN3230 Services Marketing (Pre-req: BUSN2520+BUSN2050)
- BUSN3370 Corporate Public Relations (Pre-req: BUSN2580+BUSN2090)
- BUSN3500 Strategic Marketing (Pre-req: BUSN2050)
- BUSN3990 Social Media (Pre-req: completion of 1st year)

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

(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).

Here you can find full details of the courses on offer in 2020 and 2021

(https://www.notredame.edu.au/__data/assets/pdf_file/0021/245/on-Offer.pdf).

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

Study Abroad

You will have the opportunity to complete part of your degree at one of our partner institutions through our exchange program. Get in touch with the Study Abroad Office (<https://www.notredame.edu.au/international/study-abroad>) to find out more about studying in Asia, Europe and North America.

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.

Entry requirements

Academic requirements for this program are outlined below. In addition, to be eligible for admission, all applicants need to satisfy minimum requirements outlined at admission requirements (<https://www.notredame.edu.au/study/admission-requirements>). These include those relating to age and English Language Proficiency (<https://www.notredame.edu.au/study/admission-requirements/english-language-proficiency-requirements>). We also consider your application more broadly - your non-academic achievements (such as any previous leadership roles, volunteering, work, church and/or community involvement) as well as personal qualities - your aspirations and interests and your capacity to complete your chosen program.

Applicants with recent Secondary Education:

- Indicative ATAR of 70 with a score of 50+ in ATAR

English, ATAR Literature or ATAR English as an Additional Language or Dialect (EALD)

OR

- Minimum International Baccalaureate (IB) score of 24

OR

- Completed AQF Certificate IV or higher in a relevant discipline, from an accredited provider such as TAFE or a Registered Training Organisation (RTO) with a score of 50+ in ATAR English, ATAR Literature or ATAR English as an Additional Language or Dialect (EALD).

Applicants with Higher Education Study

- Other university studies completed at undergraduate level or higher, a minimum of 4 successfully completed subjects;
- OR
- Successful completion of the Notre Dame Tertiary Pathway Program or of another Enabling Program at a level deemed sufficient by the University;

Applicants who have successfully completed subjects at another University, which are relevant to the selected program of study, may be eligible for Advanced Standing (<https://www.notredame.edu.au/current-students/your-enrolment/admin-and-fees/fremantle/advanced-standing>).

Applicants with Vocational Education and Training (VET) study

- Completed AQF Certificate IV or higher in a relevant discipline, from an accredited provider such as TAFE or a Registered Training Organisation (RTO).

Applicants with Work and Life Experience

Applicants who left secondary education more than two years previously and who have not undertaken VET or higher education study since then, but with relevant work and life experience. Such experience may include, but is not limited to:

- STAT scores of at least 135 in the Multiple Choice section **and** 140 in the Written English section are required
OR
- Mature-age completion of two Year 12 WACE or HSC exams with a resulting ATAR of 70 or above
OR
- Western Australian Certificate of Education (WACE) or equivalent results if these have been completed within the last 5 years.

Please note: all applicants must be of school leaving age or older to apply.

Fees and costs

For further information, or for indicative fees for domestic or international students, please visit our [Fees Page](https://www.notredame.edu.au/study/fees) (<https://www.notredame.edu.au/study/fees>).

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/schools/fremantle/arts-and-sciences/contact-us>).

Career opportunities

The transferable skills from this Major are sought after by many employers. Career opportunities include:

administration officer, customer service officer, accounts administrator, portfolio administrator, recruitment administrator, brand ambassador, promotions officer.

More information

For more information on the Bachelor of Arts (Major: Marketing & Public Relations), please call our Prospective Students Office on +61 8 9433 0533 or email 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>).

APPLY DIRECT ↗

Need help? Ask Notre Dame

(08) 9433 0533

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

Campus: Fremantle

Practical Component: 90 hours

Loan Scheme: FEE-HELP / HECS-HELP

Study mode: On Campus

Code: Course Code 3034, CRICOS Code 040261C

Commencement: Semester 1 or Semester 2

APPLY DIRECT [NOTREDAME.EDU.AU](https://www.notredame.edu.au)