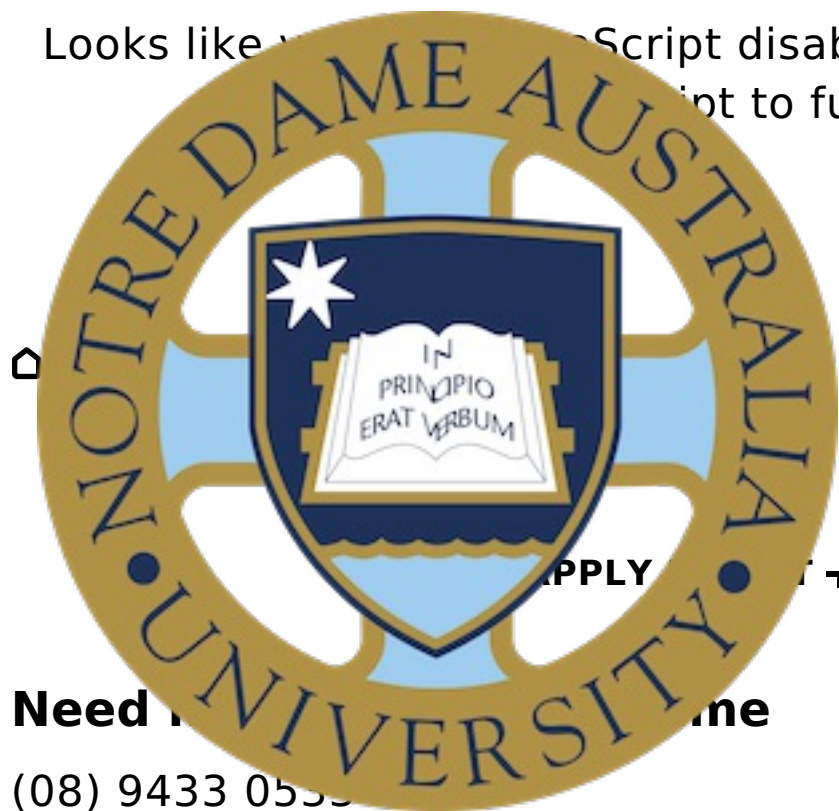


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Marketing)

Need more information?

(08) 9433 0555
(02) 8204 4404 NSW
(<https://www.notredame.edu.au/home>)

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

Duration type: Full time; Part time

Campus: Fremantle; Sydney

Study mode: On campus

Commencement: Semester 1; Semester 2

Program code: 3058

CRICOS code: 019595A

Loan Scheme: HECS-HELP

Practical Component: 150 hours

Bachelor of Commerce (Major: Marketing)

School of Law & Business

Do you aspire to work in marketing? A Bachelor of Commerce with a Major in Marketing at The University of Notre Dame Australia will give you a competitive advantage. Our 3-year degree is available full-time and the equivalent part-time and will provide you with the essential communication and business skills to become a marketing expert. Enrol today to get your career started.

Why study this degree?

When you study for a Bachelor of Commerce with a Major in Marketing at The University of Notre Dame Australia, you will benefit from intimate class sizes and passionate educators. As with all programs in the School of Business, we focus on team-based learning and the practical application of skills, all to produce job-ready graduates.

Throughout your degree, you will explore the issues surrounding marketing principles and delve into the intricacies of consumer behaviour, marketing communications, social media, and more. You will also have several opportunities throughout your study program to work with 'live clients' in the real world of marketing. Following this, our Business Internship program will allow you to apply your learnings in a real-world setting.

Upon graduation, you will be able to enter a range of exciting industries in both the private and public sectors. Whether your dream is to work in marketing, advertising, a government agency or the not-for-profit sector, a Marketing Major from Notre Dame will give you the tools you need for success.

Program summary

Eight Business foundation courses

- Accounting for Business
- Business Communication
- Business Information Technology
- Business Law
- Economics
- Principles of Management
- Principles of Marketing
- Quantitative Methods for Business

Seven Marketing courses

- Consumer Behaviour
- Integrated Marketing Communications
- International Marketing
- Marketing Research
- Services Marketing
- Social Media
- Strategic Marketing

One Marketing elective course

Four general electives

Choose from other electives in Business, Arts & Sciences, Health Sciences and Philosophy & Theology (some restrictions may apply). Electives can also be used to create another major or minor area of specialisation in the School of Business.

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/0026/387/Comm.pdf).

More information regarding courses can be found at the course descriptions pages Fremantle

(<https://www.notredame.edu.au/about/schools/fremantle/business-descriptions>) Sydney

(<https://www.notredame.edu.au/about/schools/sydney/business-descriptions>).

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 Commerce graduates will be able to:

1. Apply the professional skills of their chosen business discipline through the ethical delivery of strategy, advice and services
2. Reflect on their performance and implement change as necessary
3. Think critically, reason and use judgment in preparation for their professional practice
4. Identify relevant evidence-based research for use in professional analysis and advice
5. Identify their own values and beliefs and be empowered to act on these values to advocate for people with whom they are engaged.

Practical component

You are required to complete BUSN3900 Business Internship that includes a minimum of 150 hours of practicum.

Career opportunities

Graduates of this program can follow diverse career paths in the private and public sectors; the following careers are open to graduates: Advertising executive, social media manager, media manager, event manager, and fundraiser.

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.

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) (<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

The tables below gives 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 Commerce 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)	14	36%
(B) Vocational education and training (VET) study	6	15%
(C) Work and life experience (Admitted on the basis of previous	<5	N/P

achievement not in the other three categories)		
(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) 	<5	N/P
<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) 	10	26%
International students	<5	N/P
<i>All students</i>	39	100.0%

TABLE 1b - Bachelor of Commerce 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	79.65	83.00
Median rank to receive	75.40	79.40

an offer		
Lowest rank to receive an offer	65.70	70.40

Sydney Student Profile Data

TABLE 1a - Bachelor of Commerce 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)	6	19%
(B) Vocational education and training (VET) study	5	9%
(C) Work and life experience (Admitted on the basis of previous achievement not in the other three categories)	<5	N/P
(D) Recent secondary education:	N/A	N/A
◦ Admitted solely on the basis of ATAR (regardless of 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)	8	25%
	15	47%

- Admitted on the basis of other criteria only and ATAR was ***not*** a factor (e.g. special consideration, audition alone, interview, school marks & recommendation with no minimum ATAR requirement)

International students	<5	N/P
All students	32	100.0%

TABLE 1b - Bachelor of Commerce 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	77.85	85.85
Median rank to receive an offer	60.35	70.58
Lowest rank to receive an offer	56.35	66.50

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 contact our Prospective Students Office.

Fremantle and Broome

Phone: +61 8 9433 0533

Email: future@nd.edu.au
(<mailto:future@nd.edu.au>)

Sydney and Melbourne

Phone: +61 2 8204 4404

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>).