



THE UNIVERSITY OF NOTRE DAME AUSTRALIA

Bachelor of Commerce (Major: Marketing)

School of Business, Fremantle Campus

With the marketing landscape constantly changing, professional marketers are challenged to consider new ways of communicating with consumers, harnessing a suite of digital technologies. In a world where competitive advantage is seen as the indicator of business success, our Marketing program provides students with the skills essential for becoming a market leader.

Why study this degree?

When you study a Bachelor of Commerce with a Major in Marketing at The University of Notre Dame Australia, you will receive the benefit of 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 with the aim of producing job-ready graduates.

Throughout your degree, you will explore the issues surrounding the principles of marketing, as well as delving into the intricacies of consumer behaviour, marketing communications, social media and more. You will also have a number of opportunities throughout your study program to work with 'live clients' in the real world of marketing. Following this, our Business Internship program will give you the opportunity 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

Three Core Curriculum courses

- Introduction to Philosophy
- Introduction to Theology
- Ethics

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.

More information about the courses can be found at the [course descriptions](https://www.notredame.edu.au/about/schools/fremantle/business/courses/electives) (<https://www.notredame.edu.au/about/schools/fremantle/business/courses/electives>) page.

Full details of the program requirements are contained in the [Program Regulations](https://www.notredame.edu.au/_data/assets/pdf_file/0026/387/Program_Regulations_Comm.pdf) (https://www.notredame.edu.au/_data/assets/pdf_file/0026/387/Program_Regulations_Comm.pdf).

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

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.

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

More information can be found at the [Fees](https://www.notredame.edu.au/study/fees) (<https://www.notredame.edu.au/study/fees>) page.

Career opportunities

The following careers are open to graduates of this program:

- Advertising executive
- Social media manager
- Media manager
- Event manager
- Fundraiser

More information

For more information on the Bachelor of Commerce (Major: Marketing), 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: 150 hours

Loan Scheme: HECS-HELP

Study mode: On Campus

Code: Program Code 3058, CRICOS Code 019595A

Commencement: Semester 1 or Semester 2

[APPLY DIRECT NOTREDAME.EDU.AU](https://www.nd.edu.au/apply-direct)