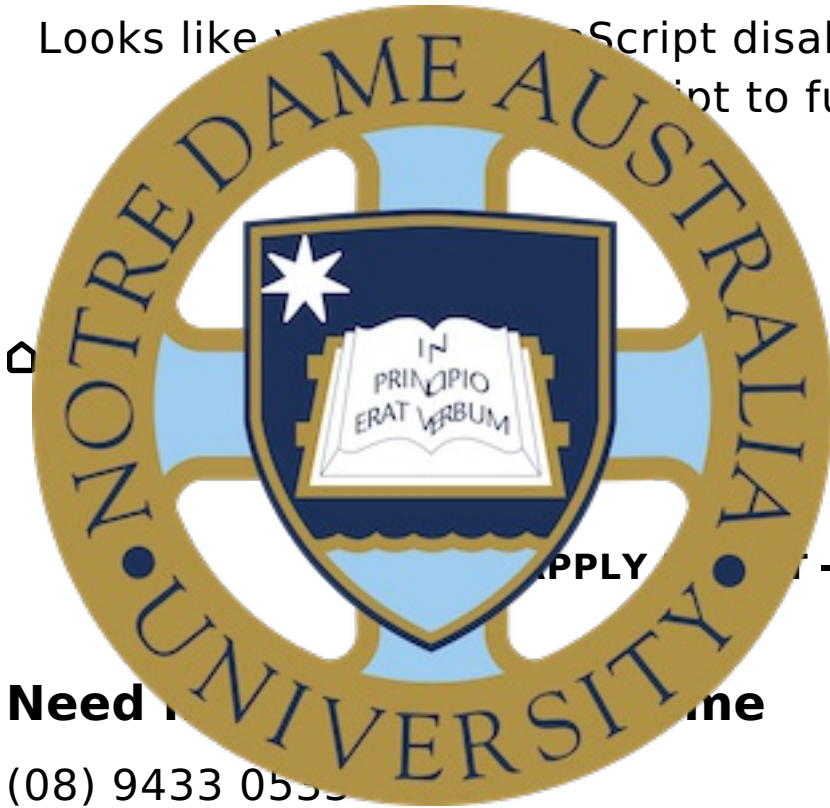


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Public Relations)

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: Commonwealth Supported Place (CSP);
International Full Fees

Practical Component: 150 hours

Bachelor of Commerce (Major: Public Relations)

If you are a great communicator interested in a Public Relations career, the University of Notre Dame Australia's Bachelor of Commerce with a Public Relations Major is your qualification. Effective public relations are a fundamental function of any 21st-century business. Our degree will equip you with the necessary research, writing and management skills to thrive in a competitive business environment as a public relations executive. Contact us today to enrol.

Why study this degree?

A Major in Public Relations from The University of Notre Dame Australia will give you the practical know-how and theoretical skills you need to work in a competitive and ever-changing business environment. You will study seven compulsory Public Relations courses, including Marketing Research, Events Management, Professional Writing, social media and Issues and Crisis Management, cultivating creative skills alongside a solid business foundation.

Throughout this three-year undergraduate degree, you will receive the benefits of small class sizes and dedicated lecturers and tutors with broad industry experience. You will also complete projects that are based on real case studies.

Upon completing a Bachelor of Commerce, you will find career opportunities in various industries. Whether you pursue a career in events management, public policy, media relations, consumer research, reputational management, or crisis management, you can rest assured that a degree from Notre Dame will help you achieve your full potential.

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 Public Relations courses

- Corporate Public Relations
- Events Management
- Introduction to Public Relations
- Issues and Crisis Management
- Marketing Research
- Professional Writing
- Social Media

One Public Relations 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: events management, tourism, public policy, media relations, consumer research, reputational management, NGO advisor, public relations executive, brand manager or crisis management.

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>) 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-](https://www.studyassist.gov.au/preview-link/node/106/5de65e70-6656-4297-a79d-19fd4a6deadd)

[link/node/106/5de65e70-6656-4297-a79d-19fd4a6deadd](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

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
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	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 achievement not in the other three categories)	<5	N/P
(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

All students	39	100.0%
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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 an offer	75.40	79.40
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
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- | | | |
|--|----|-----|
| ◦ 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% |
| ◦ 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) | 15 | 47% |

International students	<5	N/P
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<i>All students</i>	32	100.0%
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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
	56.35	66.50

Lowest rank to receive
an offer

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>).