



THE UNIVERSITY OF NOTRE DAME AUSTRALIA

Bachelor of Marketing & Public Relations

School of Business, Fremantle Campus

Communicating with clients and stakeholders through marketing and public relations campaigns requires clarity, currency and knowledge of companies and organisations. This is particularly the case in a constantly changing landscape where consumers are becoming more discerning and demanding and do not hesitate to publicly articulate their opinions and experiences through social media channels. With traditional methods of marketing communications becoming less effective, the rise of digital formats has opened new and exciting methods of corporate communication. Our Bachelor of Marketing & Public Relations program equips you with the practical and analytical skills to proactively engage with all stakeholders and promote any business.

Why study this degree?

Here at The University of Notre Dame Australia, we are committed to delivering qualifications that combine practical components such as regular guest speakers, field trips and internships, with a strong focus on theoretical and ethical studies.

Throughout this three-year degree you will cover a wide variety of subjects such as Consumer Behaviour, Corporate Public Relations, Integrated Marketing Communications, Professional Writing, and more. Furthermore, our Business Internship provides you with the opportunity to gain valuable on-the-job experience, interact with professional practitioners and be realistically prepared for the job market.

The combination of Marketing and Public Relations subjects provides graduates with a holistic and comprehensive skill set which makes them especially valuable to employers. You can expect to gain employment in a wide range of areas including advertising, public relations, professional communication, account manager and event management.

Program summary

Three Core Curriculum courses

- Introduction to Philosophy
- Introduction to Theology
- Ethics

Eight Business foundation courses

- Accounting

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

Eleven Marketing & Public Relations courses

- Consumer Behaviour
- Corporate Public Relations
- Events Management
- Integrated Marketing Communications
- International Marketing
- Introduction to Public Relations
- Issues and Crisis Management
- Marketing Research
- Professional Writing
- Social Media
- Strategic Marketing

One Marketing & Public Relations elective course

You may choose one of the following:

- Change Management
- Innovation and Entrepreneurship
- Services Marketing (preferred elective)

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

(https://www.notredame.edu.au/__data/assets/pdf_file/0010/406/

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

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 \(https://www.notredame.edu.au/international/study-abroad\)](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 \(https://www.notredame.edu.au/study/admission-requirements\)](https://www.notredame.edu.au/study/admission-requirements). These include those relating to age and [English Language Proficiency \(https://www.notredame.edu.au/study/admission-requirements/english-language-proficiency-requirements\)](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
- Tourism
- Public relations executive
- Event manager
- NGO advisor
- Brand manager

Student profile data

Table 2 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.

**TABLE 2a - Bachelor of Marketing & Public Relations
BASIS OF ADMISSION IN SEMESTER 1, 2020 INTAKE**

Applicant background	Semester 1 2020	
	Number of students	Percentage of all students
(A) Higher education study (includes a bridging or enabling course)	<5	N/A

(B) Vocational education and training (VET) study	<5	N/A
(C) Work and life experience (Admitted on the basis of previous achievement not in the other three categories)	<5	N/A
(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/A
<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/A
<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) 	<5	100%

International students	<5	N/A
All students	<5	100.0%

**TABLE 2b - Bachelor of Marketing & Public Relations
 ATAR PROFILE DATA FOR APPLICANTS ENTERING ON
 THE BASIS OF *RECENT SECONDARY EDUCATION* IN
 SEMESTER 1, 2020 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	90.90	N/A
Median rank to receive an offer	73.70	N/A
Lowest rank to receive an offer	53.10	N/A

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 calculation of numbers in cells with less than 5 students

More information

For more information on the Bachelor of Marketing & Public Relations and related double degree options, 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 3213, CRICOS Code 040391D

Commencement: Semester 1 or Semester 2

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