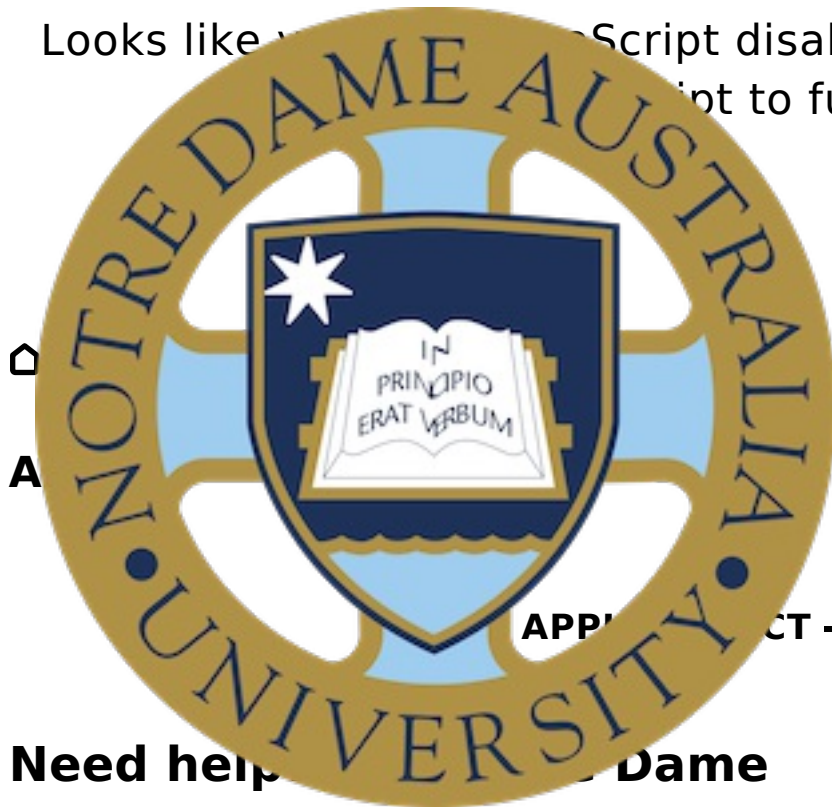


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Public Relations / Bachelor of

APPLIED

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(<http://www.notredame.edu.au/home>)

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**Duration:** 4 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:** 3329

**CRICOS code:** 074296M

**Loan Scheme:** Commonwealth Supported Place (CSP);  
International Full Fees

**Practical Component:** 150 hours

# Bachelor of Marketing & Public Relations / Bachelor of

# Arts

*School of Law & Business*

***If you want a marketing and public relations career where you can hone your skills and become an effective PR practitioner, The University of Notre Dame Australia's Bachelor of Marketing and Public Relations/Bachelor of Arts is the perfect qualification. This double degree equips you with the practical and analytical skills to proactively engage with all stakeholders and promote any business, organisation, or event. Having capabilities across two sought-after business disciplines combined with a Bachelor of Arts makes you especially valuable to employers in either field. Start studying for your career today.***

## **Why study this degree?**

Our Bachelor of Marketing & Public Relations/Bachelor of Arts program is a comprehensive double degree available to study full-time over four years or part-time. Throughout this four-year degree, you will cover various subjects such as Consumer Behaviour, Corporate Public Relations, Integrated Marketing Communications, Professional Writing, and more.

The holistic and comprehensive skill set you will master from combining Marketing and PR with an Arts degree will make you especially valuable to employers. The Bachelor of Arts component of this double degree develops your ability to analyse, interpret, deliberate, draw conclusions, communicate, work as a team member and problem-solve. You will be trained

to consider multiple perspectives and handle ambiguity and uncertainty. These are the skills and attributes needed in many workplaces in the 21st century.

By completing the Bachelor of Arts, you will have the opportunity to study a major in an area of interest that may complement your Marketing and PR studies, or you can broaden your horizons and tackle something different. Your options include Journalism, Film and Screen Production, Photography, Archaeology, English Literature, Social Justice, Politics and International Relations, History or Theatre Studies. You will gain in-depth, specialist knowledge and skills that will allow you to contribute effectively to society's cultural and intellectual life.

## Program summary

Courses	Units of Credit
Core Curriculum courses	50
Business Foundation courses	200
Marketing and Public Relations courses	250
Business Internship course	25
Arts Major courses	200
Arts Elective courses	200
Total units of credit in the double degree	850

## 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/0011/406of-Marketing-PR-Bachelor-of-Arts.pdf](https://www.notredame.edu.au/__data/assets/pdf_file/0011/406of-Marketing-PR-Bachelor-of-Arts.pdf)) for details.

See the Bachelor of Arts Program Requirements

([https://www.notredame.edu.au/\\_\\_data/assets/pdf\\_file/0023/384of-Arts.pdf](https://www.notredame.edu.au/__data/assets/pdf_file/0023/384of-Arts.pdf)) for details about Arts Majors and courses.

More information regarding courses can be found at the School of Business Fremantle

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

(<https://www.notredame.edu.au/about/schools/sydney/business-descriptions>) and School of Arts and Sciences Fremantle

(<https://www.notredame.edu.au/about/schools/fremantle/arts-and-sciences/course-descriptions>) Sydney

(<https://www.notredame.edu.au/about/schools/sydney/arts-and-sciences/course-descriptions>) course description pages.

*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 Marketing and Public Relations graduates will be able to:**

1. Apply marketing and public relations theories and practice for products and/or services
2. Create and deploy effective marketing plans and/or public relations campaigns
3. Create and execute marketing and public relations plans and programmes in national and international scenarios
4. Effectively analyse and manage ethical matters in a professional manner
5. Employ critical reflection to encourage on-going learning to maintain and improve professional knowledge and skills
6. Think critically, reason and use judgment in preparation of their professional practice
7. Use evidence-based research in the preparation of professional analysis and advice

**Upon successful completion of the Bachelor of Arts graduates will be able to:**

1. Demonstrate broad theoretical and practical knowledge, with depth in the underlying principles and concepts of one or more disciplines or practice areas
2. Identify appropriate sources and evaluate information
3. Demonstrate an awareness of different conceptual approaches and/or research methods
4. Demonstrate the technical skills, professional skills and ethical practice required by one or more disciplines
5. Synthesise knowledge and apply skills in order to solve complex problems

5. Communicate arguments and/or ideas in a range of forms
7. Work independently and, where appropriate, in collaboration with others; and
3. Reflect upon personal knowledge, skills, and experiences.

## **Practical component**

You are required to complete BUSN3900 Business Internship that includes a minimum of 150 hours of practicum. Our Business Internship course allows you to gain valuable on-the-job experience, interact with professional practitioners and be realistically prepared for the job market

## **Career opportunities**

Graduates of this program can follow diverse career paths in the private and public sectors; career opportunities range from advertising executive, social media manager, media manager, events manager, fundraiser, tourism manager, public relations executive, communications manager, NGO advisor, and brand manager.

## **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-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) (<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 Marketing and Public Relations / Bachelor of Arts BASIS OF ADMISSION IN SEMESTER 1, 2022 INTAKE**

Applicant background	Semester 1 2022	
	Number of students	Percentage of all students
<b>(A) Higher education study</b> (includes a bridging or enabling course)	N/A	N/A
<b>(B) Vocational education and</b>	N/A	N/A



<b>training (VET) study</b>		
<b>(C) Work and life experience</b> (Admitted on the basis of previous achievement not in the other three categories)	N/A	N/A
<b>(D) Recent secondary education:</b> <ul style="list-style-type: none"> <li>Admitted solely on the basis of ATAR (regardless of whether this includes the consideration of adjustment factors such as equity or subject bonus points)</li> </ul>	N/A	N/A
<ul style="list-style-type: none"> <li>Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, interview, extra test, early offer conditional on minimum ATAR)</li> </ul>	<5	100%
<ul style="list-style-type: none"> <li>Admitted on the basis of other criteria only and ATAR was <b><i>not</i></b> a factor (e.g. special consideration, audition alone, interview, school marks &amp; recommendation with no minimum ATAR requirement)</li> </ul>	<5	100%
<b>International students</b>	N/A	N/A
<b>All students</b>	<b>N/P</b>	<b>100.0%</b>

**TABLE 1b - Bachelor of Marketing and Public Relations / Bachelor of Arts ATAR PROFILE DATA FOR APPLICANTS ENTERING ON THE BASIS OF *RECENT SECONDARY EDUCATION* IN SEMESTER 1, 2022 INTAKE**

<b>RECENT SECONDARY EDUCATION - ATAR-based offers</b>	<b>ATAR (Excluding adjustment</b>	<b>Selection Rank (ATAR plus any adjustment factors)</b>
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	<b>factors) *</b>	<b>*[only if relevant]</b>
Highest rank to receive an offer	N/A	N/A
Median rank to receive an offer	N/A	N/A
Lowest rank to receive an offer	N/A	N/A

## Sydney Student Profile Data

**TABLE 1a - Bachelor of Marketing and Public Relations / Bachelor of Arts BASIS OF ADMISSION IN SEMESTER 1, 2022 INTAKE**

<b>Applicant background</b>	<b>Semester 1 2022</b>	
	<b>Number of students</b>	<b>Percentage of all students</b>
<b>(A) Higher education study</b> (includes a bridging or enabling course)	N/A	N/A
<b>(B) Vocational education and training (VET) study</b>	N/A	N/A
<b>(C) Work and life experience</b> (Admitted on the basis of previous achievement not in the other three categories)	N/A	N/A
<b>(D) Recent secondary education:</b> <ul style="list-style-type: none"> <li>Admitted solely on the basis of ATAR (regardless of whether this includes the consideration of adjustment factors such as equity or subject bonus points)</li> </ul>	N/A	N/A

◦ Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, interview, extra test, early offer conditional on minimum ATAR)	<5	100%
◦ Admitted on the basis of other criteria only and ATAR was <b><i>not</i></b> a factor (e.g. special consideration, audition alone, interview, school marks & recommendation with no minimum ATAR requirement)	<5	100%
<b>International students</b>	N/A	N/A
<b><i>All students</i></b>	<b><i>N/P</i></b>	<b><i>100.0%</i></b>

**TABLE 1b - Bachelor of Marketing and Public Relations / Bachelor of Arts ATAR PROFILE DATA FOR APPLICANTS ENTERING ON THE BASIS OF *RECENT SECONDARY EDUCATION* IN SEMESTER 1, 2022 INTAKE**

<b>RECENT SECONDARY EDUCATION - ATAR-based offers</b>	<b>ATAR (Excluding adjustment factors) *</b>	<b>Selection Rank (ATAR plus any adjustment factors) *[only if relevant]</b>
Highest rank to receive an offer	N/A	N/A
Median rank to receive an offer	N/A	N/A
Lowest rank to receive an offer	N/A	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 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**

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

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Email: [sydney@nd.edu.au](mailto: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) (<mailto:international@nd.edu.au>).