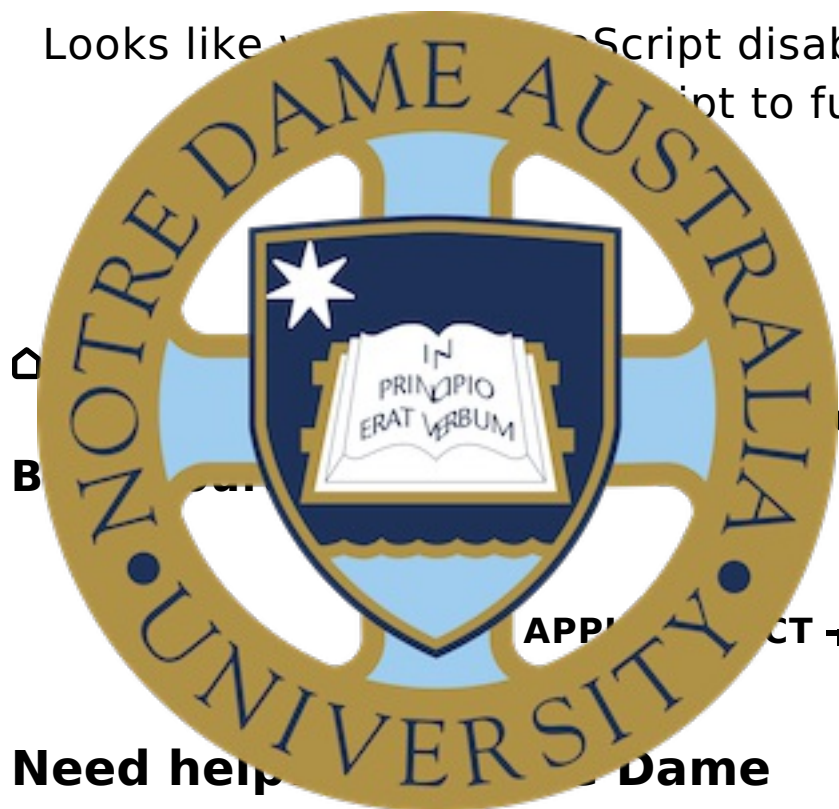


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Public Relations / Bachelor of

Need help? **Notre Dame**

(<http://www.notredame.edu.au/home>)
(08) 9433-0533

Duration: 4 years full-time or equivalent part-time

Duration type: Full time; Part time

Campus: Fremantle

Study mode: On campus

Commencement: Semester 1; Semester 2

Program code: 3505

CRICOS code: 074295A

Loan Scheme: HECS-HELP; CSP

Practical Component: 90 hours

Bachelor of Marketing & Public Relations / Bachelor of Behavioural Science

Are you interested in a career in marketing and public relations? The University of Notre Dame Australia's Bachelor of Marketing & Public Relations/Bachelor of Behavioural Science will equip you with the practical and analytical skills to proactively engage with all stakeholders and promote any business. Traditional marketing methods have become less effective, and the rise of digital formats has opened new and exciting corporate communication methods. Contact us today to start an exciting career pathway.

Why study this degree?

Throughout this four-year degree, you will cover various subjects such as Consumer Behaviour, Corporate Public Relations, Integrated Marketing Communications, Professional Writing, Developmental Psychology, Foundations of Human Behaviour, Organisational Behaviour and more.

This double degree will provide insights into aspects of psychology, political science, cultural studies and sociology to complement your studies in marketing and PR.

A Behavioural Scientist values human diversity and works collaboratively with communities to identify and advance the goals of the group and the individuals who comprise it.

Behavioural Science promotes the concept of wellbeing and aims to facilitate this at the individual, relational and community levels. Your knowledge and skills in business, marketing and PR will combine well with this people-centred focus.

Program summary

Courses	Units of Credit
Core Curriculum courses	75
Business Foundation courses	200
Marketing and Public Relations courses	225
Behavioural Science courses	275
Behavioural Science Internship course	25
Total units of credit in the double degree	800

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/0012/406/of-Marketing-and-Public-Relations_Bachelor-of-Behavioral-Science.pdf) for details.

See the [Bachelor of Behavioural Science Program Requirements \(https://www.notredame.edu.au/_data/assets/pdf_file/0022/385/of-Behavioural-Science.pdf\)](https://www.notredame.edu.au/_data/assets/pdf_file/0022/385/of-Behavioural-Science.pdf) for details of Behavioural Science courses.

More information regarding courses can be found at the [School of Business \(https://www.notredame.edu.au/about/schools/fremantle/business-descriptions\)](https://www.notredame.edu.au/about/schools/fremantle/business-descriptions) and [School of Arts and Sciences \(https://www.notredame.edu.au/about/schools/fremantle/arts-and-sciences/course-descriptions\)](https://www.notredame.edu.au/about/schools/fremantle/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

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
5. 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 Behavioural Science graduates will be able to:

1. Identify and evaluate evidence-based resources and information
2. Differentiate between individual, group/organisational, and societal level factors that influence human behaviour
3. Analyse the complex nature of these influences to promote social and emotional wellbeing
4. Analyse the socially constructed nature of knowledge, culture, and values and the role these factors play in shaping society
5. Relate appropriate theoretical frameworks and models to specific social issues to achieve transformative practice
5. Communicate arguments and/or ideas in a range of forms and forums
7. Work independently and in collaboration with others
3. Engage in critical reflexivity as a mechanism for understanding oneself in relation to society; and
9. Promote social justice as empowerment and liberation through respect for cultural diversity and reflexive ethical practice.

Practical component

You must complete the BESC3940 Behavioural Science Internship, which includes a work placement of at least 90 hours. This course provides valuable on-the-job experience, interaction with professional practitioners and a network of contacts.

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, brand manager, change manager, and people and culture coordinator.

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

minimum ATAR)		
◦ 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)	N/A	N/A
International students	N/A	N/A
<i>All students</i>	<i>N/P</i>	<i>100.0%</i>

TABLE 1b - Bachelor of Arts 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	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 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>).