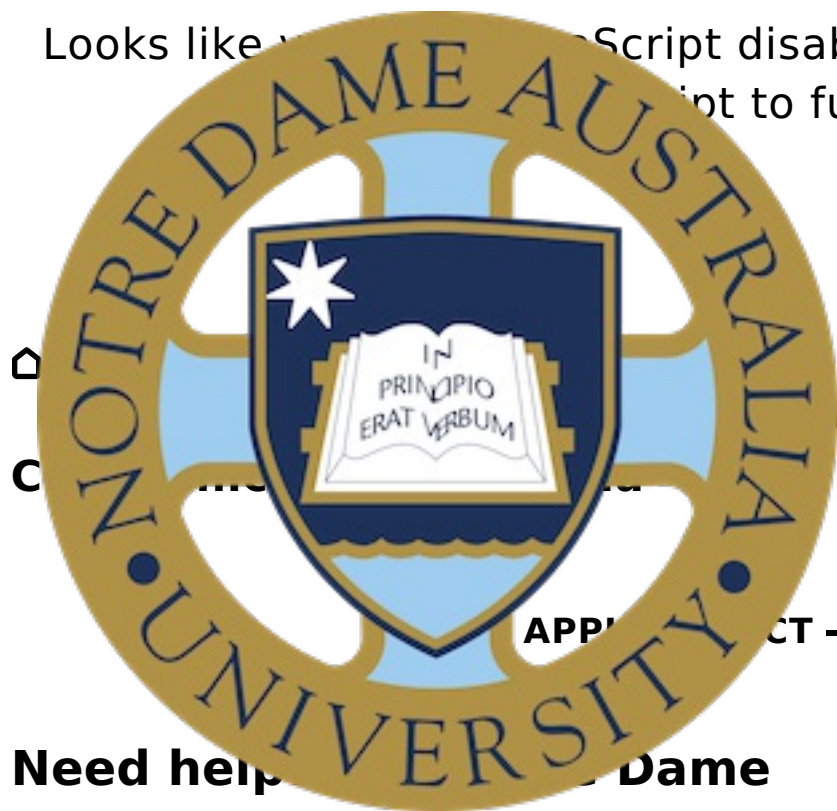


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Public Relations / Bachelor of

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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: 3375

CRICOS code: 073023M

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

Practical Component: 150 hours

Bachelor of Marketing & Public Relations / Bachelor of

Communications & Media

School of Law & Business

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. With traditional methods of marketing becoming less effective, the rise of digital formats has opened new and exciting methods of corporate communication. This double degree equips you with the practical and analytical skills to proactively engage with all stakeholders and promote any business.

Why study this degree?

If you are interested in analysing effective marketing strategies and have the ambition to be an expert in the field of communications, this double degree will suit you perfectly.

Throughout this four-year degree, you will cover various subjects such as Consumer Behaviour, Corporate Public Relations, Integrated Marketing Communications, Professional Writing, Media and Society, Media Ethics and Law, and more.

The degree's Marketing and Public Relations component provides you with a holistic and comprehensive skill set, making you especially valuable to employers. The Bachelor of Communications & Media lets you explore the principles and

techniques of communications and media by examining and creating print, non-print, and multimedia texts using traditional, new, and emerging media technologies.

You can tailor the program to your particular interest by majoring in Journalism, Film and Screen Production or Photography.

Combining these two degrees will bring together your creative and inquiring mind with marketing expertise and practical skills to help you succeed in many fields of employment or entrepreneurship.

As part of this double degree, you will undertake 150 hours of practical workplace experience as part of the Business Internship course, which will provide valuable on-the-job experience, interaction with professional practitioners and a network of contacts.

Program summary

Courses	Units of Credit
Core Curriculum courses	75
Business Foundation courses	200
Marketing and Public Relations courses	225
Business Internship course	25
Communications and Media Major courses	200
Communications and Media compulsory courses	50
Communications and Media Elective courses	50
Total units of credit in the double degree	825

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/0014/406/BComnMed.pdf) for details.

See the Bachelor of Communications and Media Program Requirements

(https://www.notredame.edu.au/__data/assets/pdf_file/0027/396/of-Communications-and-Media.pdf) for details of Communications and Media 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
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 Communications and Media graduates will be able to:

1. Analyse the cultural, political, ethical and aesthetic contexts

of media production including relevant international and intercultural perspectives

2. Evaluate practical and theoretical knowledge with depth in the underlying principles and concepts in one or more communications and media discipline areas
3. Apply analytical, creative and practical skills in one or more media and communications industry contexts
4. Integrate theory and practice in media and communication projects
5. Communicate arguments and/or ideas in a range of forms
5. Create innovative and practical solutions to communications problems, independently and, where appropriate, in collaboration with others; and
7. Exemplify the creative and practical skills, and the ethical, legal and professional standards relevant to their chosen discipline area in the creation of media.

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; career opportunities range from advertising executive, social media manager, media manager, events manager, fundraiser, tourism manager, public relations executive, communications manager, journalist, filmmaker/director/producer, photographer, a communications consultant.

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:

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 \(https://www.studyassist.gov.au/preview-link/node/106/5de65e70-6656-4297-a79d-19fd4a6deadd\)](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 Communications and Media 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)	N/A	N/A
(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 minimum ATAR) 	<5	100%
<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, 	<5	N/P

audition alone, interview, school marks & recommendation with no minimum ATAR requirement)		
International students	N/A	N/A
All students	N/P	100.0%

TABLE 1b - Bachelor of Marketing and Public Relations / Bachelor of Communications and Media 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

Sydney Student Profile Data

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

Applicant background	Semester 1 2022	
	Number of students	Percentage of all students
(A) Higher education study	N/A	N/A

(includes a bridging or enabling course)		
(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 minimum ATAR) 	<5	100%
<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	N/P
International students	N/A	N/A
<i>All students</i>	<i>N/P</i>	<i>100.0%</i>

TABLE 1b - Bachelor of Marketing and Public Relations / Bachelor of Communications and Media 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 contact our Prospective Students Office.

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Sydney and Melbourne

Phone: +61 2 8204 4404

Email: sydney@nd.edu.au
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All international enquiries should contact the International Students Office on international@nd.edu.au
(<mailto:international@nd.edu.au>).