



THE UNIVERSITY OF NOTRE DAME AUSTRALIA

# Bachelor of Arts (Major: Marketing)

*School of Arts & Sciences, Sydney Campus*

***Marketing now lies at the very heart of almost every business enterprise around the world, while the ability to connect with consumers and interpret market demand is also valued by advertising agencies, government departments and community organisations. This Bachelor of Arts program with a second major in Marketing covers the essential elements of marketing such as advertising, promotion, consumer behaviour and branding, plus plenty of practical hands-on work experience.***

## **Why study this degree?**

A driving force in any organisation, marketing is also a constantly evolving industry that is currently responding to changing consumer demands, new delivery systems and new information platforms. Here at The University of Notre Dame Australia, our Marketing major program will

teach you about proactive communication and how to analyse information as well as key skills such as writing, promotion, branding and e-marketing.

In addition to learning about advertising, consumer behaviour, strategic marketing and business research methods, you will also delve into the ethical and social responsibilities that underpin the role of marketers in today's highly competitive business environment. Other subjects include international marketing, services marketing and the increasingly important area of e-marketing.

This degree, which is taken as a second Bachelor of Arts Major, takes a skills-based approach. As a student, you will undertake 150 hours of practical workplace engagement over the course of the program and graduates can expect to find employment in private corporations, advertising agencies, government departments and non-government organisations (NGOs).

## **Program summary**

### **Core Curriculum**

- CORE1001 Logos I
- CORE1002 Logos II
- CORE1003 Logos III

### **Year One**

- ARTS1000 Academic Writing, Communication and Research
- BUSN1220 Principles of Marketing

### **Year Two**

- BUSN2030 Business Research Methods
- BUSN2520 Consumer Behaviour
- Advertising and Promotion

## **Year Three**

- BUSN3540 International Marketing
- BUSN5410 Services Marketing
- BUSN3150 E-Marketing
- BUSN3500 Strategic Marketing

**Plus an additional 8 units for the primary Arts major\* plus 4 electives (undertaken during years one, two and/or three)**

\*The Marketing major may only be undertaken as a second major (students interested in studying Marketing as a first major should take a look at our Business degrees)

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Full details of the program requirements are contained in the [Program Regulations](https://www.notredame.edu.au/_data/assets/pdf_file/0023/384/of-Arts.pdf) ([https://www.notredame.edu.au/\\_data/assets/pdf\\_file/0023/384/of-Arts.pdf](https://www.notredame.edu.au/_data/assets/pdf_file/0023/384/of-Arts.pdf)).

## **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) ([https://www.notredame.edu.au/study/admission-](https://www.notredame.edu.au/study/admission-requirements)

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**

- HSC Performance Band Results with a Band 4 in English, a minimum average of Bands 4s and an overall minimum average HSC mark of 70% in HSC Category A Courses (or Interstate equivalent). Applicants must be eligible for an ATAR or OP; or
- Minimum International Baccalaureate (IB) score of 24.

### **Applicants with Higher Education Study**

- Other University Studies completed at undergraduate level or higher. A minimum number of 2 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/sydney/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 with relevant work and life experience who left secondary education more than two years ago and have not undertaken VET or higher education study since then may seek admission on the basis of:

- Their experience. 'Experience' could include a combination of factors sufficient to demonstrate readiness for higher education such as Mature Age entry, relevant professional experience, community involvement or work experience. Applicants may have undertaken non-formal programs that have helped prepare them for tertiary education or are relevant to the proposed higher education field of study. Evidence must be provided as to the type and duration or employment (minimum of two years) in a relevant industry. The Special Tertiary Admissions Test (STAT) may be required.
- STAT - Scores of 150 in the Multiple Choice and Written English sections are required.
- Higher School Certificate (HSC) (or equivalent) results if these have been completed within the last 5 years.

## **Fees**

This Program has the following loan scheme(s) available for eligible students:

## **FEE-HELP**

The FEE-HELP loan scheme assists eligible fee-paying students with the payment of all, or part, of their tuition fees, not including additional study costs such as accommodation or textbooks. Your FEE-HELP debt will be indexed each year in line with the Consumer Price Index.

## **Honours**

An Honours award is available for this program. Further information can be found in the [Bachelor of Arts \(Honours\) regulations](#)

([https://www.notredame.edu.au/\\_data/assets/pdf\\_file/0024/384/of-Arts-Honours.pdf](https://www.notredame.edu.au/_data/assets/pdf_file/0024/384/of-Arts-Honours.pdf)), or by contacting the [School of Arts & Sciences](#)

(<https://www.notredame.edu.au/about/schools/sydney/arts-and-sciences/contact-us>).

## **More information**

For more information on the Bachelor of Arts (Major: Marketing), please contact the Prospective Students Office on +61 (2) 8204 4404 or 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>).

**APPLY DIRECT ↗**

## **Need help? Ask Notre Dame**

(02) 8204 4400

**Duration:** 3 years full-time or equivalent part-time

**Campus:** Sydney

**Loan Scheme:** HECS-HELP

**Study mode:** Full-time, Part-time

**Code:** Course Code 3009, CRICOS Code 015324A

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