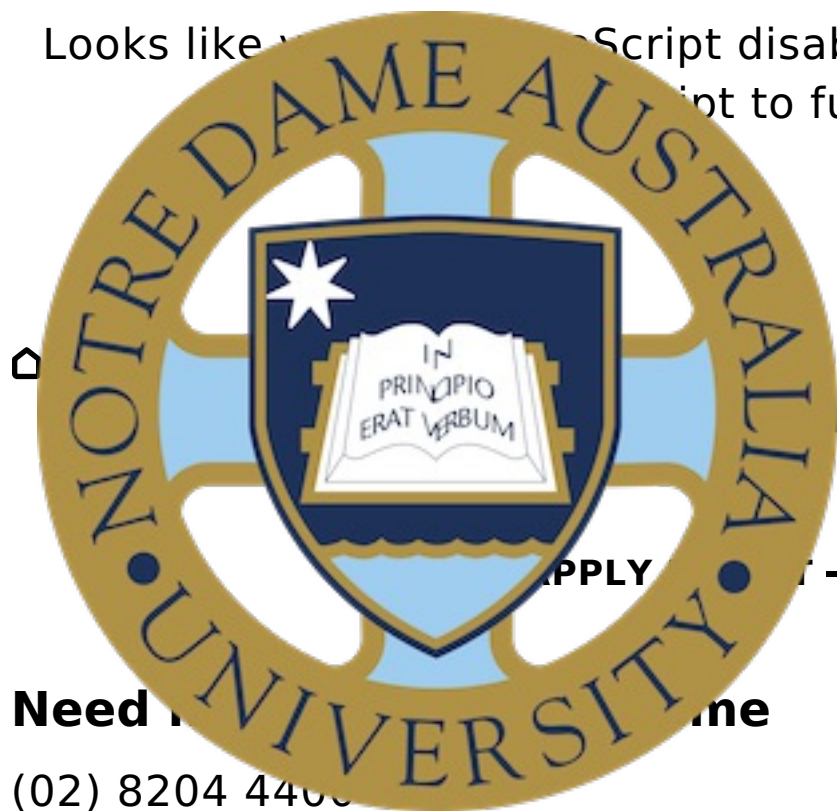


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Public Relations

**Need more information?**

(02) 8204 4400

<https://www.notredame.edu.au/home>

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

**Duration type:** Full time; Part time

**Campus:** Sydney

**Study mode:** On campus

**Commencement:** Semester 1; Semester 2

**Program code:** 3435

**Loan Scheme:** HECS-HELP; CSP

**Practical Component:** 150 hours

# Bachelor of Advertising and Public Relations

*School of Law & Business*

***In keeping with our reputation for producing 'job-ready' graduates, The University of Notre Dame Australia's Bachelor of Advertising and Public Relations program guarantees a thorough grounding in all aspects of modern advertising and public relations. Apart from a range of expert lecturers, our students also benefit from a unique internship program which provides practical skills and the foundations for a professional network. Contact us today to find out more.***

## **Why study this degree?**

If you're looking for a fast-paced and exciting career, a Bachelor of Advertising and Public Relations could be the perfect degree for you. This program combines artistic and managerial disciplines by combining skills-based learning, embedded internships with some of Australia's biggest agencies, and individual tutoring.

Communications professionals highly regard the degree. And our graduates are eligible to join the Australian Marketing Institute (AMI), the International Advertising Association (IAA) and the Public Relations Institute of Australia (PRIA). Available as a three-year full-time program, the Bachelor of Advertising and Public Relations covers the gamut of activities within the two disciplines.

The program provides the essential building blocks for a successful career, with courses in Accounting for Business, Economics, Business Law, Media Planning, Consumer Behaviour, Advertising and Promotion and Professional Writing.

Thanks to its solid practical component (and excellent industry networks), our graduates find work in several disparate industries and occupations. While many work in advertising

agencies and public relations firms, others pursue careers in market research, media planning, event management, recruitment, tourism, retailing and corporate communication.

## **Program summary**

### **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 are contained in the Program Requirements

([https://www.notredame.edu.au/\\_\\_data/assets/pdf\\_file/0021/384and-PR.pdf](https://www.notredame.edu.au/__data/assets/pdf_file/0021/384and-PR.pdf)).

More information regarding courses can be found at the course descriptions pages Fremantle (<https://www.notredame.edu.au/about/schools/fremantle/business-descriptions>) Sydney (<https://www.notredame.edu.au/about/schools/sydney/business-descriptions>).

*Please note: The availability of these courses is indicative only and may be subject to change.*

## **Entry requirements**

### **Entry requirements NSW**

## **Learning outcomes**

**Upon successful completion of the Bachelor of Advertising and Public Relations graduates will be able to:**

1. Apply advertising and public relations theories and practice in national and international scenarios
2. Create and deploy effective advertising campaigns and/or public relations campaigns
3. Create and execute advertising campaigns and public relations 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 for their professional practice
7. Use evidence-based research in the preparation of professional analysis and advice.

## **Practical component**

You will complete 150 hours of an embedded internship in the business of your choice.

## **Career opportunities**

Graduates of this program can pursue careers in advertising agencies and public relations firms, market research, media planning, event management, recruitment, tourism, retailing and corporate communication.

## **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.

## **Sydney Student Profile Data**

**TABLE 1a - Bachelor of Advertising & Public Relations  
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)	<5	N/A
<b>(B) Vocational education and training (VET) study</b>	<5	N/A
<b>(C) Work and life experience</b> (Admitted on the basis of previous achievement not in the other three categories)	<5	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>	<5	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	N/A
<ul style="list-style-type: none"> <li>ATAR not considered</li> </ul>	<5	100%
<b>International students</b>	<5	N/A
<b>All students</b>	<b>4</b>	<b>100.0%</b>

**TABLE 1b - Bachelor of Advertising & Public Relations  
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	<5	N/A
Median rank to receive an offer	<5	N/A
Lowest rank to receive an offer	<5	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 2 8204 4404 or email [sydney@nd.edu.au](mailto:sydney@nd.edu.au) (<mailto:sydney@nd.edu.au>).