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Need ...me

(08) 9433 05...

(02) 8204 4404 - NSW

(https://www.notredame.edu.au/home)

Search

Duration: 3 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: 3213

CRICOS code: 040391D

Loan Scheme: HECS-HELP; CSP

Practical Component: 150 hours

Bachelor of Marketing & Public Relations

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 channels. With traditional methods of marketing communications becoming less effective, the rise of digital formats has opened new and exciting methods of corporate communication. Our Bachelor of Marketing & Public Relations program equips you with the practical and analytical skills to proactively engage with all stakeholders and promote any business.

Why study this degree?

Our Bachelor of Marketing & Public Relations program equips you with the practical and analytical skills to proactively engage with all stakeholders and promote any business.

Our Bachelor's degree is a comprehensive degree available to study full-time over three years or part-time equivalent. You will learn foundation business skills such as accounting, management, business communication, business law, and business information technology before embarking on a range of courses which focus more specifically on the latest theories of marketing and public relations.

The University of Notre Dame Australia is proud to combine practical skills with individual-focused tuition. This ensures that every one of our graduates enters the workplace ready to thrive and succeed.

As part of your degree, you will be required to undertake 150 hours of practical experience in some of Australia’s most respected and high-profile companies – these placements are a significant preparation for your life after university.

As the only integrated marketing and public relations degree in NSW, our graduates are all eligible to join the Australian Marketing Institute (AMI) and the Public Relations Institute of Australia (PRIA).

Program summary

Eight Business foundation courses

- Accounting
- Business Communication
- Business Information Technology
- Business Law
- Economics
- Principles of Management
- Principles of Marketing
- Quantitative Methods for Business

Eleven Marketing & Public Relations courses

- Consumer Behaviour
- Corporate Public Relations
- Events Management
- Integrated Marketing Communications
- International Marketing
- Introduction to Public Relations
- Issues and Crisis Management
- Marketing Research
- Professional Writing

- Social Media
- Strategic Marketing

One Marketing & Public Relations elective course

You may choose one of the following:

- Change Management
- Innovation and Entrepreneurship
- Services Marketing (preferred elective)

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/0010/406

More information regarding courses can be found at the course descriptions pages Fremantle (https://www.notredame.edu.au/about/schools/fremantle/busine

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 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; and
7. Use evidence-based research in the preparation of professional analysis and advice.

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 and promotions, corporate communication, events and entertainment, international marketing, management, market research and consulting, marketing, media planning, public relations, recruitment, retailing, and tourism.

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:

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).

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 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	N/P
(B) Vocational education and training (VET) study	<5	N/P
(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: ◦ 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
◦ Admitted where both ATAR and additional criteria were considered (e.g. portfolio,	<5	N/P

audition, interview, extra test, early offer conditional on minimum ATAR)		
◦ Admitted on the basis of other criteria only and ATAR was ***not*** 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
All students	***8***	***100.0%***

TABLE 1b – Bachelor of Marketing & Public Relations 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 & Public Relations 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	N/P
(B) Vocational education and training (VET) study	<5	N/P
(C) Work and life experience (Admitted on the basis of previous achievement not in the other three categories)	<5	N/P
(D) Recent secondary education:	N/A	N/A
◦ Admitted solely on the basis of ATAR (regardless of whether this includes the consideration of adjustment factors such as equity or subject bonus points)		
◦ Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, interview, extra test, early offer conditional on minimum ATAR)	<5	N/P
◦ Admitted on the basis of other criteria only and ATAR was ***not*** a factor (e.g. special consideration, audition alone, interview, school marks & recommendation with no minimum ATAR requirement)	10	71%
International students	N/A	N/A
All students	***14***	***100.0%***

TABLE 1b – Bachelor of Marketing & Public Relations 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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All international enquiries should contact the International Students Office on international@nd.edu.au (mailto:international@nd.edu.au).