



THE UNIVERSITY OF NOTRE DAME AUSTRALIA

# Bachelor of Laws / Bachelor of Marketing and Public Relations

*School of Law, Sydney Campus*

***As the modern marketplace continues to change at an unprecedented rate, understanding marketing and public relations becomes increasingly important for lawyers looking to operate their legal practices effectively. Completed in five years of full-time study, this double degree is also particularly valuable to students interested in working in Corporate Law or Media Law.***

## **Why study this degree?**

Our Bachelor of Marketing & Public Relations degree studied in conjunction with the Bachelor of Laws degree is your pathway into a number of rewarding careers such as working a legal practitioner, in marketing, or in public relations. These days marketing and public relations are heavily regulated industries. Understanding the law help

those who work in these areas to operate in compliance with the law and enable lawyers to provide those working in marketing and public relations with sound legal advice. Law firms themselves are also major users of marketing services so this combination is a very versatile one for your future.

The Bachelor of Laws degree is an accredited degree for admission to legal practice. It combines excellent coverage of underlying legal and ethical principles with an explanation of how those principles are applied in legal practice. The Marketing & Public Relations degree, meanwhile, is designed for people who wish to gain extensive knowledge of marketing and promotional strategies while underpinning their studies with a rigorous understanding of media and public relations practice. Areas such as accounting and information technology for business are covered, as well as consumer behaviour, market research, events management and media planning.

## **Program summary**

### **Core Curriculum - The Logos Program**

- Logos I
- Logos II
- Logos III

### **Year One**

- Legal Research & Writing
- Legal Process & Statutory Interpretation
- Legal History

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

## **Year Two**

- Criminal Law A
- Contract Law A
- Torts A
- Introduction to Public Relations
- Consumer Behaviour
- Criminal Law B
- Contract Law B
- Torts B
- Business Research Methods
- Professional Writing
- Integrated Marketing Communications

## **Year Three**

- Property Law A
- Property Law B
- Strategic Marketing
- Corporate Public Relations
- Issues and Crisis Management
- e-Marketing OR e-Public Relations
- International Marketing

- Events Management
- Business Internship

## **Year Four**

- Advocacy
- Constitutional Law
- Equity
- Corporations & Partnerships
- Evidence
- Administrative Law
- Trusts
- Law Elective One

## **Year Five**

- Remedies
- Civil Procedure
- Legal Philosophy
- Alternative Dispute Resolution
- Commercial Practice & Ethics
- Law Elective Two (International)
- Law Elective Three
- Law Elective Four

## **Law Electives**

- Advanced Administrative Law
- Advanced Civil Procedure
- Advanced Constitutional Law

- Advanced Evidence
- Advanced Research Project (i.e. Honours research - 2 courses)
- Bioethics and the Law
- Advanced Taxation Law
- Commercial Drafting
- Commercial Law
- Construction and Building Contract Law
- Contemporary Legal Issues
- Directed Research Project
- Employee Relations Law
- Entertainment Law
- Environmental Law
- Family Law
- Health Law
- Human Rights Law
- Indigenous Law
- Insolvency
- Intellectual Property Law
- International Dispute Resolution
- Canon Law (i.e. Church Law)
- Law and Religion
- Law in Context (Externships) – involves work experience
- Mining and Petroleum Law
- Occupational Safety and Health Law
- Introduction to Australian Taxation Law
- Succession
- Competition and Consumer Law

- Trial Advocacy

Full details of the program requirements are contained in the [Program Regulations](https://www.notredame.edu.au/_data/assets/pdf_file/0011/405/and-Public-Relations.pdf) ([https://www.notredame.edu.au/\\_data/assets/pdf\\_file/0011/405/and-Public-Relations.pdf](https://www.notredame.edu.au/_data/assets/pdf_file/0011/405/and-Public-Relations.pdf)).

## **Study Abroad**

You will have the opportunity to complete part of your degree at one of our partner institutions through our exchange program. Get in touch with the [Study Abroad Office](https://www.notredame.edu.au/international/study-abroad) (<https://www.notredame.edu.au/international/study-abroad>) to find out more about studying in Asia, Europe and North America.

## **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.

## **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/english-language-proficiency-) (<https://www.notredame.edu.au/study/admission-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 5 in English, a minimum average of Bands 5s and an overall minimum average HSC mark of 80% in HSC Category A Courses (or Interstate equivalent). Applicants must be eligible for an ATAR or OP; or
- Minimum International Baccalaureate (IB) score of 31.

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

- Other University Studies completed at undergraduate level or higher. A minimum number of 4 subjects with a high credit average is required.

Applicants who have successfully completed subjects at another University, which are relevant to the 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 Diploma 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. These include Mature Age entry and relevant professional experience particularly in a legal context such as paralegal, legal clerk, tipstaff, alternative dispute resolution, law enforcement, relevant social work or legal secretarial work. Work experience and community involvement involving commercial business practice, caring for others, working in religious activities, social welfare or social justice activities will also be considered. Evidence must be provided as to the type and duration of relevant employment or community involvement (more than two years). The Special Tertiary Admissions Test (STAT) may be required.
- STAT – Scores of 160 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 and costs**

For more information and indicative fees, please visit the [Fees page \(https://www.notredame.edu.au/study/fees\)](https://www.notredame.edu.au/study/fees).

## **Career opportunities**



The following careers are open to graduates of this program:

- Banking and finance
- Courts (federal and state/territory)
- Foreign affairs
- Government sector
- Corporations and businesses
- Not-for-profit organisations
- Personnel and human resources
- Social and consumer research
- Private practice
- Politics

## **Student profile data**

Table 2 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.

**TABLE 2a - Bachelor of Laws / Bachelor of Marketing & Public Relations BASIS OF ADMISSION IN SEMESTER 1, 2021 INTAKE**

<b>Applicant background</b>	<b>Semester 1 2021</b>	
	<b>Number of students</b>	<b>Percentage of all students</b>

<p><b>(A) Higher education study</b> (includes a bridging or enabling course)</p>	N/A	N/A
<p><b>(B) Vocational education and training (VET) study</b></p>	N/A	N/A
<p><b>(C) Work and life experience</b> (Admitted on the basis of previous achievement not in the other three categories)</p>	N/A	N/A
<p><b>(D) Recent secondary education:</b></p> <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>	N/A	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>	N/A	N/A
<ul style="list-style-type: none"> <li>◦ Admitted on the basis of other criteria only and ATAR was <b><i>not</i></b> a factor (e.g. special consideration, audition alone, interview, school marks &amp;</li> </ul>	<5	N/P

recommendation with no minimum ATAR requirement)		
<b>International students</b>	N/A	N/A
<b>All students</b>	<b>&lt;5</b>	<b>100.0%</b>

**TABLE 2b - Bachelor of Bachelor of Laws / Bachelor of Marketing & Public Relations ATAR PROFILE DATA FOR APPLICANTS ENTERING ON THE BASIS OF RECENT SECONDARY EDUCATION IN SEMESTER 1, 2021 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	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 calculation of numbers in cells with less than 5 students

**More information**

For more information on the Bachelor of Laws / Bachelor of Marketing & Public Relations, 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>).

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:** 5 years full-time or equivalent part-time

**Campus:** Sydney

**Loan Scheme:** HECS-HELP

**Study mode:** On Campus

**Code:** Program Code 3526, CRICOS Code 073020C

**Commencement:** Semester 1 or Semester 2

[APPLY DIRECT NOTREDAME.EDU.AU](https://www.nd.edu.au/apply-direct)