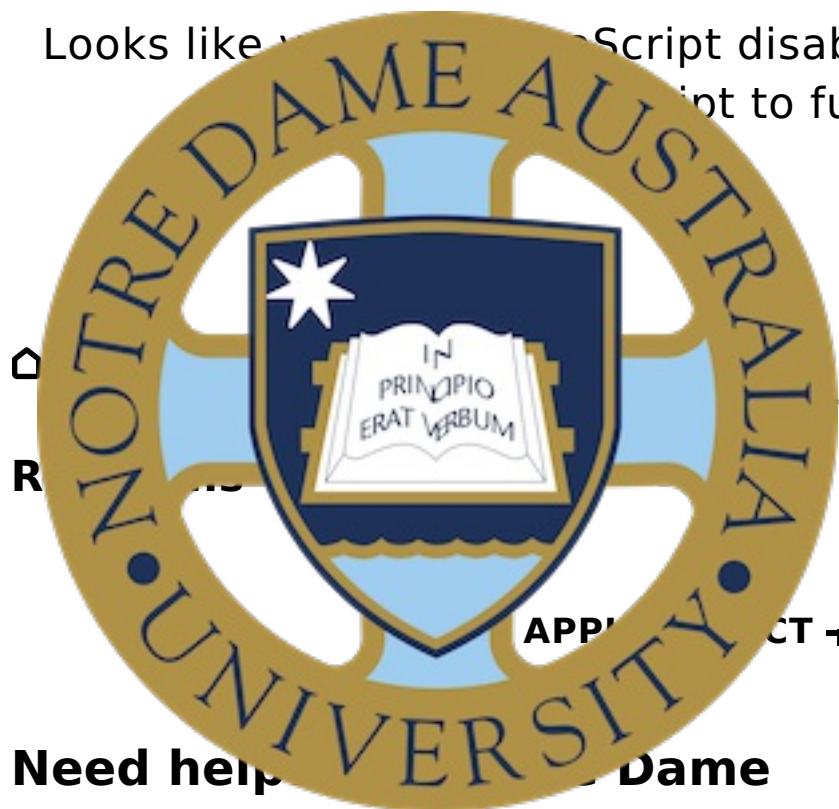


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Marketing and Public

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Duration: 6 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: 3526

CRICOS code: 095685B

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

Practical Component: 150 hours

Bachelor of Laws / Bachelor of Marketing and Public

Relations

School of Law & Business

If you want a marketing and public relations career with a sound knowledge of compliance, The University of Notre Dame Australia's double degree in Bachelor of Laws/Bachelor of Marketing and Public Relations is the perfect duo. As the modern marketplace continues to change at an unprecedented rate, understanding marketing and public relations becomes increasingly essential 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. Start your learning journey today.

Why study this degree?

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

Understanding the law helps those working in these areas comply with the law and enable lawyers to provide those working in marketing and public relations with sound legal advice. Law firms are also effective marketing service users, so this combination is very versatile for your future.

The Bachelor of Laws degree is accredited for admission to legal practice. It combines excellent coverage of underlying legal and ethical principles with an explanation of how they are

applied in legal practice. Meanwhile, the Marketing & Public Relations degree 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.

You will cover areas such as accounting and information technology for business, consumer behaviour, market research, events management, and media planning.

Program summary

Year One

- Legal Research & Writing
- Legal Process & Statutory Interpretation
- Legal History
- Economics
- Quantitative Methods for Business
- Business Information Technology
- Accounting
- 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

- Marketing Research
- Professional Writing
- Integrated Marketing Communications

Year Three

- Property Law A
- Property Law B
- Strategic Marketing
- Corporate Public Relations
- Issues and Crisis Management
- Social Media
- 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
- 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 – two 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

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

*Available law electives are subject to change and may vary depending on your campus and year of study. Please check with your school for the current electives on offer.

More information regarding courses can be found at the course descriptions pages [Fremantle](https://www.notredame.edu.au/about-us/faculties-and-schools/school-of-law-and-business/law-fremantle/course-)

<https://www.notredame.edu.au/about-us/faculties-and-schools/school-of-law-and-business/law-fremantle/course->

descriptions) Sydney (<https://www.notredame.edu.au/about-us/faculties-and-schools/school-of-law-and-business/law-sydney/course-descriptions>).

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

Entry requirements

Entry requirements WA

Entry requirements NSW

Learning outcomes

Upon successful completion of the Bachelor of Laws and Bachelor of Laws (Honours), graduates will be able to:

1. Write effective and professional documents adapted to suit the purpose and audience
2. Develop and deliver effective and professional presentations adapted to suit the purpose and audience, using appropriate technologies
3. Synthesise, interpret, and apply information in order to resolve legal problems
4. Demonstrate a sound knowledge of foundational legal concepts, principles, and theories, and apply and transfer knowledge to diverse national, regional, and international legal contexts
5. Undertake self-directed learning with an appreciation of the value and importance of engaging in continuing professional development
5. Provide social justice in the community including the provision of legal advice on a pro bono basis

7. Use ethical and socially responsible decision-making skills
3. Critically reflect on the influence of Catholic and other philosophical and intellectual traditions on the law and on their role in resolving legal issues
9. Work responsibly and collaboratively in diverse teams to achieve shared outcomes
9. Conduct independent legal research and employ appropriate legal research methods and sources to locate, evaluate, synthesise, and present accurate, up-to-date, and reliable legal sources
- .. Critically evaluate, analyse, and deploy evidence in support of a research thesis and communicate their findings in both oral and written form (Honours Only)

Upon successful completion of the Bachelor of Marketing and Public Relations, graduates should 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; and
7. Use evidence-based research in the preparation of professional analysis and advice.

Practical component

You will learn from our academics, who are leaders in their field. Additionally, you will complete the BUSN3900 Business Internship, which includes a minimum of 150 hours of practicum to give you valuable on-the-job experience with professionals in your chosen field.

Career opportunities

Graduates of this program can follow diverse career paths in the private and public sectors; career opportunities range from banking and finance, courts (federal and state/territory), foreign affairs, corporations and businesses, not-for-profit organisations, personnel and human resources, social and consumer research, private practice, politics

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.

Honours

An Honours award is available for this program. Further information can be found in the [Bachelor of Law \(Honours\), Bachelor of Marketing & Public Relations regulations](https://www.notredame.edu.au/__data/assets/pdf_file/0011/405/Bachelor-of-Marketing-&Public-Relations-regulations-and-Public-Relations.pdf) (https://www.notredame.edu.au/__data/assets/pdf_file/0011/405/Bachelor-of-Marketing-&Public-Relations-regulations-and-Public-Relations.pdf), or by contacting the [School of Law & Business](https://www.notredame.edu.au/about-us/faculties-and-schools/school-of-law-and-business) (<https://www.notredame.edu.au/about-us/faculties-and-schools/school-of-law-and-business>).

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.

Professional accreditation

The Bachelor of Laws and Bachelor of Laws (Honours) accreditation requirements are according to the accreditation rules administered by the Legal Profession Admission Board in New South Wales and the Legal Practice Board of Western Australia. There are no professional accreditation requirements applicable to the Bachelor of Marketing and Public Relations component of the Awards.

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.

Sydney Student Profile Data

TABLE 1a - Bachelor of Laws / 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)	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 Laws / 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.

Fremantle and Broome

Phone: +61 8 9433 0533

Email: future@nd.edu.au
(<mailto:future@nd.edu.au>)

Sydney and Melbourne

Phone: +61 2 8204 4404

Email: 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>).