



THE UNIVERSITY OF
NOTRE DAME
A U S T R A L I A

COURSE REGULATIONS

SCHOOL OF BUSINESS

**BACHELOR OF MARKETING AND PUBLIC
RELATIONS / BACHELOR OF BEHAVIOURAL
SCIENCE**

BMktg&PR/BBehSc

COURSE CODE: 3505

THESE COURSE REGULATIONS ARE EFFECTIVE FROM 1.1.2016

SCHOOL OF BUSINESS

1. These Course Regulations apply to all students who are enrolled in this Award on the Fremantle Campuses.
2. The Dean is the responsible Executive of these Course Regulations.
3. The contact officer for this document is the Senior Administrative Officer, School of Business, Fremantle campus.

MODIFICATION HISTORY

1. These Course Regulations are effective from 1 January 2016.

| Version | Date Amended | Modification Details | Name |
|---------|----------------|--|---------------------------------|
| 1 | January, 2008 | Amendments to course regulations | Dean |
| 2 | December, 2008 | Amendments to course regulations | Dean |
| 3 | October, 2009 | Amendments to course regulations | Dean |
| 4 | June, 2010 | Amendments to course regulations | Dean |
| 5 | July, 2011 | Amendments to course regulations | Dean |
| 6 | June, 2012 | Amendments to course regulations | Dean |
| 7 | December, 2013 | Regulations transferred to new template | Dean |
| 8 | November, 2014 | References to MPR 'Honours' changed to 'not offered' | Associate Dean, Fremantle |
| 9 | December, 2014 | Corrections applied post UCAC as per memo | Associate Dean, Fremantle |
| 10 | February, 2015 | Corrections applied post UCAC as per memo | Associate Dean, Fremantle |
| 11 | July 2015 | New unit BS399 Social Media (Fremantle only), name change to BS205 and BS209. PS264 Psychology of Work changed to PS214 Organisational Behaviour | Associate Dean, Fremantle |
| 12 | July 2015 | Updates to wording of 'Behavioural Science degree requirements. | Assistant Dean, SoAS, Fremantle |

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1 INTRODUCTION AND INTERPRETATION

1.1 Introduction

These Course Regulations apply to all students enrolled in this Award at The University of Notre Dame Australia.

These Regulations should be read in conjunction with the University's General Regulations, the School of Business Regulations and the School of Arts and Sciences Regulations.

1.2 Interpretation

The terms included in these Regulations have the meanings as defined in the University's General Regulations, the School of Business Regulations and the School of Arts and Sciences Regulations.

1.3 Amendments made to Course Regulations

Unless otherwise specified, when amendments are made to the structure, content or academic requirements of this Award, the amendments will automatically apply in accordance with General Regulation Section 1.7.

1.4 Applicability to Campuses of the University

The Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science Award is available on the Fremantle Campus only.

1.5 The Australian Qualifications Framework (AQF)

The Bachelor of Marketing and Public Relations Award is a level 7 AQF qualification.

The Bachelor of Behavioural Science Award is a level 7 AQF qualification.

2 ENTRY CRITERIA

2.1 General Criteria

The standard entry requirements for admission are detailed in the University's General Regulations, the School of Business Regulations and the School of Arts and Sciences Regulations.

2.2 Additional Entry Requirements / Pre-Requisites

There are no additional entry requirements or pre-requisites for this Award.

2.3 External Accreditation Requirements

External accreditation requirements are not applicable to this Award.

3 AWARD REQUIREMENTS

3.1 Structure

Refer to Award structure in Appendix A. Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science.

3.1.1 Compulsory Units

800 credit points from units as detailed in Appendix A.

3.1.2 Elective Units

There are no Electives within this Award.

3.1.3 Majors and Double Majors

There are no Majors available in this Award.

3.1.4 Minors

There are no Minors available in this Award.

3.1.5 Specialisations

There are no Specialisations permitted in this Award.

3.1.6 Special Interest Units

There are no Special Interest units available in this Award.

3.2 Special Award Requirements

There are no special award requirements in the Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science.

3.3 Practicum or Internship requirements

Students are to complete PS394 Behavioural Science Internship in their final semester of study. The work based learning component of the internship will be no less than 90 hours.

3.4 Approved unit substitutions

Unit substitutions, where permitted, must be approved by the Dean.

3.5 Alternative Pathways

There are no Alternative Pathways available in this Award.

3.6 Volume of Learning

3.6.1 Standard Duration

- (a) The standard duration for the Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science Award is four (4.0) years of equivalent full-time study.
- (b) A student is able to enrol in this Award on a part-time basis.

3.6.2 Accelerated Duration

- (a) An accelerated mode is not available for the Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science Award.

3.6.3 Maximum Duration

The maximum period of time within which a student is permitted to complete the Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science Award is detailed in the University's General Regulations.

3.7 Graduation

Where a student has satisfied all the requirements of the Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science Award as detailed in these Course Regulations and the General Regulations, the University may grant the student graduation status.

3.8 Exit Awards

An Exit Award pathway is not available for this Award.

3.9 Honours

The Bachelor of Commerce component of the Double Degree Award **is not** offered with Honours.

The Bachelor of Arts component of the Double Degree Award **is** offered with Honours.

Details about Honours in the Bachelor of Behavioural Science are provided in the Bachelor of Arts (Honours) Award Regulations (course code 3501).

END OF REGULATIONS



4 APPENDICES

APPENDIX A: Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science

| | # | Credit | Totals |
|--|---|--------|------------|
| | | Points | |
| 3 Core Curriculum Units | | | |
| PH100 Introduction to Philosophy | | 25 | |
| ET100 Ethics | | 25 | |
| TH101 Introduction to Theology | | 25 | 75 |
| 8 Business Foundation Units¹ | | | |
| BS100 Economics | | 25 | |
| BS103 Quantitative Methods for Business | | 25 | |
| BS105 Business Communication | * | 25 | |
| BS106 Business Information Technology | | 25 | |
| BS110 Accounting | | 25 | |
| BS122 Principles of Marketing | * | 25 | |
| BS160 Principles of Management | | 25 | |
| BS240 Business Law | | 25 | 200 |
| ¹ * indicates this Foundation Unit is part of the Major | | | |
| 9 Compulsory Marketing and Public Relations Degree Units | | | |
| BS205 Integrated Marketing Communications | | 25 | |
| BS209 Professional Writing | | 25 | |
| BS252 Consumer Behaviour | | 25 | |
| BS258 Introduction to Public Relations | | 25 | |
| BS335 Issues and Crisis Management | | 25 | |
| BS337 Corporate Public Relations | | 25 | |
| BS350 Strategic Marketing | | 25 | |
| BS354 International Marketing OR BS323 Services Marketing | | 25 | |
| BS399 Social Media (Fremantle only) | | 25 | 225 |
| Bachelor of Behavioural Science Degree Units | | | |
| AB100 Aboriginal People | | 25 | |
| PS100 Developmental Psychology | | 25 | |
| PS105 Social Science Research | | 25 | |
| PS1023 Foundations of Human Behavior | | 25 | |
| PS214 Organisational Behaviour | | 25 | |
| PS216 Psychological Perspectives on Health | | 25 | |
| PS224 Discourse Power and Politics | | 25 | |
| PS225 Culture and Psychology | | 25 | |
| PS311 Research Methods and Practice | | 25 | |
| PS315 Professional Practice in Behavioural Science | | 25 | |
| PS393 Community: Policy and Development | | 25 | 275 |

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| | | |
|--------------------------------------|----|------------|
| 1 Internship | | |
| PS394 Behavioural Science Internship | 25 | 25 |
| Total Credit Points | | 800 |