COURSE REGULATIONS
SCHOOL OF BUSINESS

BACHELOR OF ADVERTISING AND PUBLIC RELATIONS
BAdvtPR

COURSE CODE: 3435

THESE COURSE REGULATIONS ARE EFFECTIVE FROM 1.1.2014
SCHOOL OF BUSINESS

1. These Course Regulations apply to all students who are enrolled in this Award on the Sydney 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, Sydney Campus.

MODIFICATION HISTORY

1. These Course Regulations are effective from 1 January 2014.

<table>
<thead>
<tr>
<th>Version</th>
<th>Date Amended</th>
<th>Modification Details</th>
<th>Name</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Nov 2014</td>
<td>Regulations transferred to new template</td>
<td>Dean</td>
</tr>
<tr>
<td>2</td>
<td>Dec 2014</td>
<td>Corrections applied post UCAC as per memo specifically 3.3 to include internship hours</td>
<td>Associate Dean, Fremantle</td>
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</tbody>
</table>
# TABLE OF CONTENTS

1  INTRODUCTION AND INTERPRETATION ........................................................................................................4
   1.1  INTRODUCTION .................................................................................................................................4
   1.2  INTERPRETATION .................................................................................................................................4
   1.3  AMENDMENTS MADE TO COURSE REGULATIONS ........................................................................4
   1.4  APPLICABILITY TO CAMPUSES OF THE UNIVERSITY .................................................................4
   1.5  THE AUSTRALIAN QUALIFICATIONS FRAMEWORK (AQF) ..............................................................4

2  ENTRY CRITERIA .......................................................................................................................................5
   2.1  GENERAL CRITERIA ............................................................................................................................5
   2.2  ADDITIONAL ENTRY REQUIREMENTS / PRE-REQUISITES ...........................................................5
   2.3  EXTERNAL ACCREDITATION REQUIREMENTS ...............................................................................5

3  AWARD REQUIREMENTS ..........................................................................................................................6
   3.1  STRUCTURE ........................................................................................................................................6
   3.2  SPECIAL AWARD REQUIREMENTS ..................................................................................................6
   3.3  PRACTICUM OR INTERNSHIP REQUIREMENTS ...............................................................................6
   3.4  APPROVED UNIT SUBSTITUTIONS ....................................................................................................6
   3.5  ALTERNATIVE PATHWAYS ...............................................................................................................6
   3.6  VOLUME OF LEARNING ....................................................................................................................6
   3.7  GRADUATION ....................................................................................................................................6
   3.8  EXIT AWARDS ................................................................................................................................7
   3.9  HONOURS .........................................................................................................................................7
   3.10 ADVANCED STANDING AND RECOGNITION OF PRIOR LEARNING ............................................7

4  APPENDICES ............................................................................................................................................8
1 INTRODUCTION AND INTERPRETATION

1.1 Introduction
These Course Regulations apply to all students enrolled in the Bachelor of Advertising and Public Relations Award at The University of Notre Dame Australia.

These Regulations should be read in conjunction with the University’s General Regulations and the School of Business Regulations.

1.2 Interpretation
The terms included in these Regulations have the meanings as defined in the University’s General Regulations and the School of Business Regulations.

1.3 Amendments made to Course Regulations
Unless otherwise specified, when amendments are made to the structure, content or academic requirements of the Bachelor of Advertising and Public Relations Award, the amendments will automatically apply in accordance with the General Regulations.

1.4 Applicability to Campuses of the University
The Bachelor of Advertising and Public Relations Award is available on the Sydney Campus only.

1.5 The Australian Qualifications Framework (AQF)
The Bachelor of Advertising and Public Relations Award is a level 7 AQF qualification.
2 \hspace{1em} ENTRY CRITERIA

2.1 \hspace{1em} General Criteria
The standard entry requirements for admission are detailed in the University's General Regulations and the School of Business Regulations.

2.2 \hspace{1em} Additional Entry Requirements / Pre-Requisites
There are no additional entry requirements or pre-requisites for this Award.

2.3 \hspace{1em} External Accreditation Requirements
External accreditation requirements are not applicable to this Award.
3 AWARD REQUIREMENTS

3.1 Structure
For the Bachelor of Advertising and Public Relations Award Structure, refer to Appendix A.

3.1.1 Compulsory Units
575 credit points from units as detailed in Appendix A for the Bachelor of Advertising and Public Relations Award.

3.1.2 Elective Units
There are Elective unit(s) within this Award.
25 credit points from units as detailed in Appendix A.

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 available 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 for this Award.

3.3 Practicum or Internship requirements
Students are to complete BS390 Business Internship including a minimum of 150 hours of practicum.

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

3.5 Alternative Pathways
Alternative Pathways are not applicable for this Award.

3.6 Volume of Learning

3.6.1 Standard Duration
(a) The standard duration for the Bachelor of Advertising and Public Relations Award is three (3.0) 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
An accelerated mode is not available for this Award

3.6.3 Maximum Duration
The maximum period of time within which a student is permitted to complete the Bachelor of Advertising and Public Relations Award is detailed in the University’s General Regulations.

3.7 Graduation
Where a student has satisfied all the requirements of the Bachelor of Advertising and Public Relations 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 Advertising and Public Relations Award is not offered with Honours.

3.10 Advanced Standing and Recognition of Prior Learning
Advanced standing and/or recognition of prior learning may be available towards this Award in accordance with the College of Business policy.

END OF REGULATIONS
APPENDICES

APPENDIX A:

<table>
<thead>
<tr>
<th>Core Curriculum Units</th>
<th>Fremantle</th>
<th>Sydney</th>
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<tbody>
<tr>
<td>PH100 Introduction to Philosophy</td>
<td>PT101 Logos I</td>
<td>25</td>
</tr>
<tr>
<td>ET100 Ethics</td>
<td>PT102 Logos I</td>
<td>25</td>
</tr>
<tr>
<td>TH101 Introduction to Theology</td>
<td>PT103 Logos III</td>
<td>25</td>
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8 Compulsory Units

| BS100 Economics | 25 |
| BS103 Quantitative Methods for Business | 25 |
| BS105 Business Communication | 25 |
| BS106 Business Information Technology | 25 |
| BS110 Accounting (Fremantle) OR BS111 Accounting for Business (Sydney) | 25 |
| BS122 Principles of Marketing | 25 |
| BS160 Principles of Management | 25 |
| BS240 Business Law | 25 | 200 |

11 Compulsory Advertising and Public Relations Units

| BS200 Events Management | 25 |
| BS205 Advertising and Promotion | 25 |
| BS209 Public Relations Writing | 25 |
| BS203 Business Research Methods | 25 |
| BS252 Consumer Behaviour | 25 |
| BS258 Introduction to Public Relations | 25 |
| BS318 E- Public Relations | 25 |
| BS337 Corporate Public Relations | 25 |
| BS344 Media Planning | 25 |
| CO343 Advertising Design: Professional Brief | 25 | 275 |

1 Advertising and Public Relations Elective (25 Credit Points selected from)

| CO231 Media Analysis | 25 |
| CO351 Theories of Communication, Advertising and Persuasion | 25 |
| BS335 Issues and Crisis Management | 25 |

1 Internship

| BS390 Business Internship | 25 | 25 |

Total Credit Points

Total Credit Points: 600