COURSE REGULATIONS:
BACHELOR OF BEHAVIOURAL SCIENCE/BACHELOR OF MARKETING AND PUBLIC RELATIONS
(BBeHSc/BMktg&PR)

BACHELOR OF BEHAVIOURAL SCIENCE (HONOURS)
/BACHELOR OF MARKETING AND PUBLIC RELATIONS
(BBeHSc (Hons)/BMktg&PR)

COURSE CODE: 3039
(AND HONOURS COURSE CODES)

Applicability: These Course Regulations apply to all students who are enrolled in the degree.
Responsible Executive: Deans
Responsible Office: School of Arts and Sciences
Contact Officer: Senior Administrative Officer
Effective Date: 1 January 2012
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School of Arts of Sciences Effective from 1 January 2012
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CHAPTER 1: INTRODUCTION AND INTERPRETATION

1.1 Introduction
These Bachelor of Behavioural Science/Bachelor of Marketing and Public Relations (“Behavioural Science/Marketing and Public Relations”) Course Regulations apply to all students enrolled in the Behavioural Science/Marketing and Public Relations Degree at the University of Notre Dame Australia.

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

1.3 Alterations made to Course Regulations
Unless otherwise specified, when amendments are made to the structure, content or academic requirements of the Behavioural Science/Marketing and Public Relations degree, the amendments will automatically apply to all students enrolling for the first time in the degree in the year immediately following the adoption of the amendments.

1.4 Applicability to Campuses of the University
The Behavioural Science/Marketing and Public Relations degree is available on the Fremantle and Sydney Campuses only.
CHAPTER 2: ENTRY CRITERIA
The standard entry criteria as detailed in the General Regulations apply to the Behavioural Science / Marketing and Public Relations course.
CHAPTER 3: DEGREE REQUIREMENTS

3.1 Structure

3.1.1 Degree Planners

For a recommended degree planner please see your local School.

3.1.2 Required units

3.1.1.1 Bachelor of Behavioural Science/Bachelor of Marketing and Public Relations

The Bachelor of Communications and Media/Marketing and Public Relations must contain 32 units (25 credit points each) in the following combination:

(i) Four (4) required units, being:
   - AL100 Academic Writing, Communication and Research
   - Seventy five (75) credit points worth of Core Curriculum units as specified in the General Regulations of the University.

(ii) Plus twelve (12) approved Behavioural Science units, including the following:

   1st year
   - PS100 Developmental Psychology;
   - PS103 Introduction to Behavioural Science;
   - PS104 Themes & Perspectives in Behavioural Science
   - RM100 An Introduction to Research Methods

   2nd year
   - PS235 Health Psychology
   - PS264 Psychology of Work

   3rd year
   - PS221 Social Psychology; and
   - PS225 Culture & Society

   4th year
   - PS309 The Social Psychology of Justice
   - PS315 Professional Practice in Behavioural Science; and
   - PS393 Community: Policy & Development
   - PS394 Behavioural Science Internship.

(iii) Plus sixteen (16) Marketing units and Public Relations units from the School of Business, as follows:

   - BS100 Economics
   - BS110 Accounting
   - BS122 Principles of Marketing
   - BS160 Principles of Management
   - BS106 Business Information Technology
   - BS200 Events Management
   - BS205 Integrated Marketing Communications
   - BS209 Professional Writing
   - BS240 Business Law
   - BS251 Marketing Research (Fremantle) or BS203 Business Research Methods (Sydney)
   - BS252 Consumer Behaviour
   - BS258 Introduction to Public Relations
   - BS335 Issues and Crisis Management
• BS337 Corporate Public Relations
• BS350 Strategic Marketing
• BS354 International Marketing

3.1.2.2 Honours

In addition to the above units, this degree with Honours must include 200 credit points of Supervised Honours research, the unit codes of which are to be determined by the Honours coordinators based on the discipline area studied.

3.1.3 First year (100 level) units

No more than 12 first year (100 level) units can be counted in this degree, including all core units, except where the minimum requirements at 3.1.2 exceed this and only to the degree that the minimum requirements are met.

3.1.4 Elective units

There are no electives in the Behavioural Science/Marketing and Public Relations degree.

3.1.5 Majors

There are no majors permitted within the Behavioural Science/Marketing and Public Relations degree.

3.1.6 Minors

There are no minors permitted within the Behavioural Science/Marketing and Public Relations double degree.

3.1.7 Specialisations

Specialisations are not available as part of the Behavioural Science/Marketing and Public Relations degree.

3.2 Practicum or Internship requirements

Each student of the Behavioural Science/Marketing and Public Relations double degree is required to complete an internship, as outlined in the course structure (see 3.1).

3.3 Approved unit substitutions

Unit substitutions are only permitted with the approval of the Dean (or delegate).

3.4 Advanced standing and transfer of credit

In keeping with General Regulations students may apply for advanced standing or credit transfer of up to 16 units in this course, providing that:

(i) the maximum number of first year (100 level) units are not exceeded (See School of Arts regulations 5.1); and
(ii) all requirements of this degree at 3.1.1 are met.

3.5 Course duration

3.5.1 Standard Duration

(i) The standard duration of the Behavioural Science/Marketing and Public Relations is four years of full time study.
(ii) Students are able to enrol in the degree on a part-time basis
(iii) The maximum period of time within which a student is permitted to complete the Behavioural Science/Marketing and Public Relations degree is ten years from the date on which they were first accepted into the course by the University.
3.5.2 Accelerated Duration
An accelerated mode is not available for this degree. Students are permitted to shorten the
duration of their degree by taking an overload in normal semesters, or by taking Summer
and Winter Term units where available and applicable to the degree.

An overload enrolment is not normally recommended and must be done in consultation with
the School.

3.6 Graduation
A minimum of 800 credit points drawn from the approved course structure is required in order for a
student to graduate with the degree Bachelor of Behavioural Science/Bachelor of Marketing and
Public Relations.

A minimum of 1000 credit points drawn from the approved course structure is required in order for
a student to graduate with the degree Bachelor of Behavioural Science (Honours) / Bachelor of
Marketing and Public Relations.

3.7 Honours
3.7.1 Honours is available within the Bachelor of Behavioural Science. For the admission
requirements, structure and regulations of an Honours degree in the Schools of Arts and Sciences,
see the Schools of Arts and Sciences Regulations.

3.7.2 Honours is not available within the Bachelor of Marketing and Public Relations

End of Regulations