COURSE REGULATIONS
SCHOOL OF ARTS AND SCIENCES

BACHELOR OF COMMUNICATIONS AND MEDIA/BACHELOR OF MARKETING AND PUBLIC RELATIONS
BComnMedBMktg&PR

COURSE CODE: 3365

THESE COURSE REGULATIONS ARE EFFECTIVE FROM 1 1 2015
SCHOOL OF ARTS AND SCIENCES

1. These Course Regulations apply to all students who are enrolled in this Award on the Sydney Campus.
2. The Dean is the responsible Executive of these Course Regulations.
3. The contact officer for this document is the Assistant Dean of Arts and Sciences, Sydney campus.

MODIFICATION HISTORY

1. These Course Regulations are effective from 1 January 2015.

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<th>Date Amended</th>
<th>Modification Details</th>
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<td>November 2014</td>
<td>Amendment to Regulations</td>
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1 INTRODUCTION AND INTERPRETATION

1.1 Introduction
These Course Regulations apply to all students enrolled in the Bachelor of Communications and Media/Bachelor of Marketing 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 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 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 the Bachelor of Communications and Media/Bachelor of Marketing and Public Relations 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 Communications and Media/Bachelor of Marketing and Public Relations Award is available on the Sydney Campus only.

1.5 The Australian Qualifications Framework (AQF)
The Bachelor of Communications and Media Award is a Level 7 AQF qualification.
The Bachelor of Marketing and Public Relations 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 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
For the Bachelor of Communications and Media/Bachelor of Marketing and Public Relations Award Structure, refer to Appendix A.

This Award must contain 32 units of 25 credit points each. 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 3.1.1 exceed this and only to the degree that the minimum requirements are met.

3.1.1 Compulsory Units
(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) Two (2) Communications and Media core units:
   • CO231 Media and Society
   • CO305 Media Ethics and Law
(iii) Plus seven (7) Business Foundation units
   • BS100 Economics
   • BS103 Quantitative Methods for Business
   • BS106 Business Information Technology
   • BS111 Accounting for Business
   • BS106 Principles of Management
   • BS122 Principles of Marketing
   • BS240 Business Law
(iv) Plus nine (9) required Marketing and Public Relations units from the School of Business as follows:
   • BS205 Advertising and Promotion
   • BS209 Public Relations Writing
   • BS203 Business Research Methods
   • BS252 Consumer Behaviour
   • BS258 Introduction to Public Relations
   • BS335 Issues and Crisis Management
   • BS337 Corporate Public Relations
   • BS350 Strategic Marketing OR BS354 International Marketing

3.1.2 Elective Units
There are Elective unit(s) within this Award. Students must complete ten (10) Communications and Media Electives that must be used to form an eight (8) unit Communications and Media Major. See below for details.

3.1.3 Majors and Double Majors
A Major in one of the following Communications and Media areas must be completed:
   • Advertising
   • Film and Screen Production
   • Journalism

There are no Majors available within the Bachelor of Marketing and Public Relations component of 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 Communications and Media/Bachelor of Marketing and Public Relations.

3.3 **Practicum or Internship requirements**
Whilst Practicums or Internships are not compulsory in this Award a student may elect to undertake an internship within this degree, including such units as CO3008 Communications Internship and BS390 Business Internship. Such additional units, however, must be taken as an overload by the student in addition to their 32 required units listed at 3.1.1.

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 Communications and Media/Bachelor of Marketing and Public Relations Award is four (4) 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 Communications and Media/Bachelor of Marketing and Public Relations Award.

3.6.3 **Maximum Duration**
The maximum period of time within which a student is permitted to complete the Bachelor of Communications and Media/Bachelor of Marketing 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 Communications and Media/Bachelor of Marketing 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**
Details about Honours in the Bachelor of Communications and Media are provided in the Bachelor of Communications and Media (Honours) Award Regulations (course code 3495). The Bachelor of the Bachelor of Marketing and Public Relations component of this Award is not offered with Honours.
END OF REGULATIONS
### APPENDIX A:

- **4 Core Curriculum Units**
  - AL100 Academic Writing, Communication and Research 25
  - PT101 Logos I 25
  - PT102 Logos II 25
  - PT103 Logos III 25
  - **Total Credit Points:** 100

- **Two (2) compulsory Communications and Media units**
  - CO231 Media and Society 25
  - CO305 Media Ethics and Law 25
  - **Total Credit Points:** 50

- **Ten (10) elective Communications and Media units**
  - **Total Credit Points:** 250

- **Seven (7) Business Foundation Units**
  - BS100 Economics 25
  - BS103 Quantitative Methods for Business OR RM100 Introduction to Research Methods 25
  - BS106 Business Information Technology 25
  - BS111 Accounting for Business 25
  - BS106 Principles of Management 25
  - BS122 Principles of Marketing 25
  - BS240 Business Law 25
  - **Total Credit Points:** 175

- **Nine (9) required Marketing and Public Relations units from the School of Business**
  - 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
  - BS335 Issues and Crisis Management 25
  - BS337 Corporate Public Relations 25
  - BS350 Strategic Marketing 25
  - BS354 International Marketing 25
  - OR BS323 Services Marketing 25
  - **Total Credit Points:** 225

**TOTAL 800 credit points**