



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 ARTS**

BMktg&PR/BA

COURSE CODE: 3329

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 and 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, 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
9	July 2015	New unit BS399 Social Media (Fremantle only), name change to BS205 and BS209	Associate Dean, 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 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 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 Arts Award is available on the Fremantle and Sydney Campuses 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 Arts 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 Business 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 Arts

3.1.1 Compulsory Units

550 credit points from units as detailed in Appendices.

200 credit points from Arts Major as detailed in the School of Arts and Sciences Majors and Minors lists (available on the University website).

3.1.2 Elective Units

There are Elective unit(s) within this Award.

100 credit points from units as published in the School of Arts and Sciences Majors and Minors lists (available on the University website).

3.1.3 Majors and Double Majors

(a) There are no Majors available within the Bachelor of Marketing and Public Relations component of the degree.

(b) All students enrolled in the Bachelor of Arts component of this degree must complete one of the eight unit first Majors available in the Bachelor of Arts (see those course regulations) and in accordance with General Regulations.

(c) Units which are required or which are eligible for the Bachelor of Arts Majors are published by the Schools of Arts and Sciences as Majors and Minors lists. These are available on the University's website.

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 Arts.

3.3 Practicum or Internship requirements

Students are to complete BS390 Business Internship.

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

(d) The standard duration for the Bachelor of Marketing and Public Relations / Bachelor of Arts Award is 4.3 years of equivalent full-time study.

(e) A student is able to enrol in this Award on a part-time basis.

3.6.2 Accelerated Duration

(a) An accelerated mode is available for the Bachelor of Marketing and Public Relations / Bachelor of Arts Award.

(b) Students are not able to enrol in the accelerated model on a part-time basis.

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 Arts 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 Arts 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 Marketing and Public Relations 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 Arts are provided in the Bachelor of Arts (Honours) Award Regulations (course code 3493).

END OF REGULATIONS



4 APPENDICES

APPENDIX A: Bachelor of Marketing and Public Relations / Bachelor of Arts

	# Credit Points	Totals
3 Core Curriculum Units		
<u>Fremantle</u>		
PH100 Introduction to Philosophy	25	
ET100 Ethics	25	
TH101 Introduction to Theology	25	75
<u>Sydney</u>		
PT101 Logos 1	25	
PT102 Logos II	25	
PT103 Logos III	25	
8 Business Foundation Units¹		
BS100 Economics	25	
BS103 Quantitative Methods for Business	25	
BS105 Business Communication *	25	
BS106 Business Information Technology	25	
BS110 Accounting (Fremantle only) OR BS111 Accounting for Business (Sydney only)	25	
BS122 Principles of Marketing *	25	
BS160 Principles of Management	25	
BS240 Business Law	25	200
<i>¹* indicates this Foundation Unit is part of the Major</i>		
10 Marketing and Public Relations Degree Units		
BS200 Events Management	25	
BS205 Integrated Marketing Communications 25		
BS209 Professional Writing	25	
BS251 Marketing Research (Fremantle only) OR BS203 Business Research Methods (Sydney only)	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 BS318 E-Public Relations (Sydney only) OR BS399 Social Media (Fremantle only) OR BS323 Services Marketing	25	250
Bachelor of Arts Degree Units		
8 x 25 credit point units from the Arts Major	200	
4 x 25 credit point Arts elective units	100	300
1 Internship		
BS390 Business Internship	25	25
Total Credit Points		850