



Bachelor of Marketing & Public Relations

UNDA Course Code 3213
CRICOS Code 040391D
2011

Bachelor of Marketing & Public Relations (Honours)

UNDA Course Code 3349
CRICOS Code 040391D
2011

WHY STUDY AT NOTRE DAME?

The University of Notre Dame Australia is proud of its small classes and caring community atmosphere as well as its commitment to excellence, pastoral care and social justice. The University is able to offer a uniquely personal approach to teaching and learning. As a consequence, Notre Dame can assist students to develop skills and confidence to enable them to succeed in their chosen field. Also, because Notre Dame is a town university, students have access to all the social, sporting and cultural activities Fremantle has to offer, making learning both an educational and a cultural experience.

The University emphasises the value of the human person and the importance of maintaining an ethical way of life. All students undertake studies in Ethics, Philosophy and Theology – dealing with issues that go to the very heart of participation in public life, while developing students with valuable life skills. These units are designed to broaden students' thinking, develop business values and develop the capability to think critically and act morally.

GOALS OF THE SCHOOL OF BUSINESS

The University of Notre Dame Australia's School of Business seeks to achieve the following goals in educating undergraduate students. The School of Business aims to ensure students;

- have a solid grounding in the theories underlying business provided in a practical context.
- be thoroughly prepared for employment, ensuring they can
 - communicate effectively both verbally and in writing
 - create, evaluate and use statistical and financial information
 - be computer skilled and literate
 - have industry exposure
- be able to identify and appreciate the ethical dimensions of business and the application of Catholic values to these issues
- be prepared for the leadership positions that they may assume in their career, encouraging them to contribute positively to organisations and society
- have a breadth of understanding across major fields of business and a depth of understanding in at least one significant field
- be able to continually learn and critically engage with the emerging literatures and research in business

INTRODUCTION

Both marketing and public relations are two of the most fundamental activities of most organisations in business, as success today is directly linked with the market orientation of the organisation. In a world where communication has revolutionised the way information is received and analysed, the skills of marketing have become essential for enhancing image, performance, and market share success.

COURSE OUTLINE

Students may gain a qualification in Marketing and Public Relations by choosing any of the following degrees:

- Bachelor of Marketing and Public Relations
- Bachelor of Commerce, major in Marketing OR Public Relations
- Bachelor of Commerce, double major including a major in Marketing OR Public Relations
- Bachelor of Communications, major in Marketing OR Public Relations

The three year Bachelor of Marketing and Public Relations units may include:

Core Curriculum Units:

Ethics
Introduction to Theology
Philosophy

8 Business Foundation Units:

Accounting
Business Communications
Business Information Technology
Business Law
Economics
Principles of Management
Principles of Marketing
Quantitative Methods for Business

11 Marketing and Public Relations Compulsory Units:

Advertising and Promotion
Consumer Behaviour
Corporate Public Relations
E-Public Relations
Events Management
International Marketing
Introduction to Public Relations
Issues and Crisis Management
Marketing Research
Public Relations Writing
Strategic Marketing

1 Marketing and Public Relations Elective Unit (to be selected from)

Business to Business
E-Marketing
Innovation and Entrepreneurship
Introduction to Journalism
Services Marketing

1 Business Internship

Notre Dame gives students a solid foundation for long-term career success. The degrees combine academic programs with a business internship where students gain valuable on the job experience and interact with professional practitioners in their chosen field. This provides students with practical experience and prepares them with valuable experience for the job market. The internship program delivers essential career seeking skills through CV workshops, interviewing technique classes, coaching sessions and providing assistance for students to find their perfect match for an internship employer.

MODE OF STUDY AND ASSESSMENT

Students may undertake study as a part-time or full-time student, commencing in First Semester (February) or in Second Semester (July), subject to unit availability.

The assessment of competency in each unit consists of tutorial performance, a number of assignments or projects during the semester and a final examination.

HONOURS

Students may be invited to enrol in a fourth year Honours program after completing the Bachelor of Commerce. This consists of preparing for and writing a thesis under the guidance of a supervisor.

STUDY ABROAD OPPORTUNITIES

The University of Notre Dame Australia encourages students to include an overseas study experience as part of their degree. Study Abroad and Exchange Partners in the USA, Europe and Canada give students the chance to spend one semester overseas. The experience of studying abroad means that students experience other cultures, develop friendships with people from around the world and gain independence and confidence which will give them the competitive edge when seeking employment.

ADMISSION REQUIREMENTS

No pre-requisites are required to apply for the Bachelor of Commerce but students may wish to refer to the Prospective Students Office for recommended subjects.

CAREER OPPORTUNITIES

The University prepares and encourages students to develop their full potential and assume leadership positions throughout their career in a way which will positively contribute to organisations and society.

Depending on the choice of units, students may be employed in the public or private sector in areas such as:

- Advertising/promotions
- Tourism
- Public relations
- Marketing
- Management
- Market research
- Consulting
- Retailing
- Recruitment
- International marketing

FURTHER INFORMATION

The information contained in this publication is designed as a basic course description. If you would like further information regarding the course, or information pertaining to admissions, fees or the University itself, please consult the Notre Dame Prospectus. International students refer to the International Prospectus.

If you would like to view the University facilities please contact the Prospective Students Office on (08) 9433 0533 or at future@nd.edu.au.

Visit the website at www.nd.edu.au.

PROSPECTIVE STUDENTS OFFICE

For further information on The University of Notre Dame Australia, contact the Prospective Students Office
Tel: (08) 9433 0533 FREECALL: 1800 640 500 Fax: (08) 9433 0544
E-mail: future@nd.edu.au Internet: www.nd.edu.au
23 High Street (PO Box 1225), Fremantle Western Australia 6959

ADMISSIONS OFFICE

For further information on the admissions process at The University of Notre Dame Australia, contact the Admissions Office
Tel: (08) 9433 0537 Fax: (08) 9433 0769
Email: admissions@nd.edu.au Internet: www.nd.edu.au
21 High Street (PO Box 1225), Fremantle Western Australia 6959