



THE UNIVERSITY OF
NOTRE DAME
A U S T R A L I A

COURSE REGULATIONS:
BACHELOR OF MARKETING AND PUBLIC
RELATIONS / BACHELOR OF BEHAVIOURAL
SCIENCE (BM&PR/BBEHSC)
BACHELOR OF MARKETING AND PUBLIC RELATIONS /
BACHELOR OF BEHAVIOURAL SCIENCE (HONOURS)

COURSE CODE: 3330 AND X

Applicability:	These Course Regulations apply to all students who are enrolled in this degree.
Responsible Executive:	Dean
Responsible Office:	School of Business
Contact Officer:	Senior Administrative Officer
Effective Date:	1 January 2008
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CHAPTER 1: INTRODUCTION AND INTERPRETATION

1.1 Introduction

These Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science Degree Regulations apply to all students enrolled in the Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science Degree at the University of Notre Dame Australia.

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

1.2 Interpretation

The terms included in these Regulations have the meanings as defined in the General University Regulations.

1.3 Alterations made to Course Regulations

Unless otherwise specified, when amendments are made to the structure, content or academic requirements of the Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science 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 Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science degree is available on the Fremantle and Sydney campuses only.

CHAPTER 2: ENTRY CRITERIA

The admissions requirements set out in the General Regulations apply.

CHAPTER 3: DEGREE REQUIREMENTS

3.1 Structure (See Appendix 1 for course structure)

3.1.1 Compulsory units

A minimum of 800 credit points comprising:

(i) 75 from the Core Curriculum:

PH100	Philosophy
TH101	Introduction to Theology
ET100	Ethics

(ii) 200 credit points from the Foundation Program

BS100	Economics
BS103	Quantitative Methods for Business
BS110	Accounting
BS160	Principles of Management
BS105	Business Communications
BS230	Business Information Technology
BS240	Business Law
BS122	Principles of Marketing

(iii) 225 credit points from Business Marketing and Public Relations units:

BS200	Events Management
BS205	Advertising & Promotion
BS251	Marketing Research
BS258	Public Relations
BS335	Issues and Crisis Management
BS337	Strategic Public Relations
BS350	Strategic Marketing
BS352	Consumer Behaviour
BS354	International Marketing

(iv) 300 credit points from the following compulsory Behavioural Science units:

PS103	Introduction to Behavioural Science
PS104	Theories and Methods of Behavioural Science
RM100	Research Methods
PS100	Developmental Psychology
PS221	Social Psychology
PS264	Psychology of Work
PS225	Culture and Psychology
PS215	Professional Practice in Behavioural Science
PS393	Community Psychology
PS392	Behavioural Science Internship
PS335	Health Psychology
AND	
Either PS309	Social Psychology of Justice
Or PS310	Community Sustainability

3.1.2 Majors

No Majors are available within the Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science degree.

3.1.3 Minors

No minors are available within the Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science degree.

3.2 Practicum or Internship requirements

All students must successfully complete PS392 Behavioural Science Internship in order to graduate.

3.3 Approved unit substitutions

(a) The following list approved unit substitutions units:

BS103 Quantitative Methods for Business -	RM150 Introduction to Statistical Methods or SM210 Calculus and Applied Mathematics
BS110 Accounting -	BS112 Accounting for Business
BS251 Marketing Research -	RM100 Research Methods

(b) The Dean of a School may approve unit substitutions for an individual student for those units outlined in the appendices. Where a Dean exercises this power he/she will advise the Registrar and the student in writing of the approved unit substitution provided and the reason for the substitution. This advice will be kept on the student's file.

3.4 Course duration

3.4.1 Standard Duration

- (i) The standard duration of the Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science 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 Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science degree is ten years from the date on which they were first accepted into the course by the University.

3.4.2 Accelerated Duration

An accelerated mode is not available for the Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science.

3.5 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 Marketing and Public Relations / Bachelor of Behavioural Science.

3.6 Honours

This degree is offered as Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science (Honours); that is, the Bachelor of Behavioural Science component of the double degree is offered with Honours.

The following Regulations must be read in conjunction with the *Policy: The Award of a Degree with Honours*.

3.6.1 Admission to an Honours program

- (a) Admission to the Bachelor of Behavioural Science with Honours is by invitation (in accordance with School procedures) and is subject to approval by the Dean.
- (b) Enrolment in the Bachelor of Behavioural Science (Honours) program on a part-time basis is permitted with the approval of the Dean.

3.6.2 Selection criteria

- (a) The following selection criteria will be used for a student being invited to enrol in an Honours program:
 - (i) To be considered for entry to the Bachelor of Behavioural Science (Honours) degree, a student must normally achieve an average of 70% or higher in the major within their degree.
 - (ii) Any student may be permitted to enrol in the Honours degree on the recommendation of the Honours Coordinator and with the approval of the Dean of the School of Arts and Sciences,
 - (iii) No student will be accepted into an honours program unless the Dean has determined that the College has the staff expertise and facilities capable of supporting the applicant.

3.6.3 Compulsory Honours coursework units

A student invited to enrol in the Honours program must:

- (a) undertake one undergraduate course unit in each semester of the student's Honours program selected in consultation with the supervisor,
- (b) complete one 5000 word essay for each of these which must be submitted to the Honours coordinator(s) during or prior to Week 10 of the semester, based on a theme or topic relevant to the unit and approved by the Honours coordinator (each essay is worth 20% of the Honours grade).
- (c) attend at least 85% of classes.
- (d) attend a weekly workshop series run over both semesters, and contribute to the discussion of student research progress and problems. Attendance for at least 85% of all workshops is necessary to successfully complete the Honours Program.

3.6.4 Compulsory Research component

Each student is required to:

- a) Present a seminar paper to the School of Arts and Sciences in Week 5 or 6 of the student's first semester of enrolment in the Honours program, outlining the proposed thesis research including its topic, main questions and objectives, and anticipated outcomes.
- b) Submit a research proposal and required ethics applications to the School of Arts and Sciences, prepared under the guidance of their supervisor, in Week 8 of the student's first semester of enrolment.
- c) Present a second seminar paper in Week 6 of the student's final semester, outlining the methods which were applied, the objectives and questions which were addressed and the main findings (or anticipated findings) which were determined in the student's thesis research.
- d) Submit for examination an Honours-level thesis of between 18,000 and 20,000 words in Week 12 of the student's second semester (or part-time equivalent). The thesis is worth 60% of the final Honours grade.

3.6.5 Examination of Research component

- a. Examination of the Honours research component within the Bachelor of Behavioural Science (Honours) is detailed in the School of Arts and Sciences *Guideline: Examination of Honours Research Components*.
- b. The research thesis is examined by at least two examiners, one of whom is normally external to the University.

3.6.6 Awarding Honours

Honours within the Bachelor of Behavioural Science is awarded as graded Honours.

End of Regulations

APPENDICES

The University of Notre Dame Australia

National College of Business

Course Structure

Enrolment dates: Students first enrolled in 2007

Degree: Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science

	# Credit Points	Totals
CORE CURRICULUM UNITS		
PH100 Philosophy	25	
TH101 Introduction to Theology	25	
ET100 Ethics	25	75
UNITS FROM BACHELOR OF MARKETING AND PUBLIC RELATIONS DEGREE		
8 Foundation Units		
BS100 Economics	25	
BS110 Accounting	25	
BS160 Principles of Management	25	
BS105 Business Communications	25	
BS103 Quantitative Methods for Business	25	
BS230 Business Information Technology	25	
BS240 Business Law I	25	
BS122 Principles of Marketing	25	200
8 Compulsory BM&PR Units		
BS200 Events Management	25	
BS205 Advertising and Promotion	25	
BS251 Marketing Research	25	
BS258 Public Relations	25	
BS335 Issues and Crisis Management	25	
BS337 Strategic Public Relations	25	
BS350 Strategic Marketing	25	
BS352 Consumer Behaviour	25	
BS354 International Marketing	25	225
UNITS FROM BEHAVIOURAL SCIENCE DEGREE		
PS103 Introduction to Behavioural Science	25	
PS104 Theories and Methods of Behavioural Science	25	
RM100 Research Methods	25	
PS100 Development Psychology	25	
PS221 Social Psychology	25	
PS264 Psychology of Work	25	
PS225 Culture and Psychology	25	
PS215 Professional Practice in Behavioural Science	25	
PS392 Behavioural Science Internship	25	
PS393 Community Psychology	25	
PS335 Health Psychology	25	
Either PS309 Social Psychology of Justice Or PS310 Community Sustainability	25	300
Total Credit Points		800
Supervised Honours within Bachelor of Behavioural Science		200
Total Credit Points for Honours		1000