



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

**COURSE REGULATIONS:
BACHELOR OF MARKETING AND PUBLIC
RELATIONS / BACHELOR OF SPORT &
RECREATION MANAGEMENT
(BM&PR/BSP&RECMNGMT)**

COURSE CODE: 3331

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
Modification History:	Created January 2007; modified January 2008

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CHAPTER 1: INTRODUCTION AND INTERPRETATION

1.1 Introduction

These Bachelor of Marketing and Public Relations / Bachelor of Sport & Recreation Management Degree Regulations apply to all students enrolled in the Bachelor of Marketing and Public Relations / Bachelor of Sport & Recreation Management Degree at the University of Notre Dame Australia.

These Regulations should be read in conjunction with the General University Regulations and the School of Business and School of Health Sciences 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 Sport & Recreation Management 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 Sport & Recreation Management 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) 275 credit points from the Bachelor of Sport and Recreation Management degree:

HPE100	Physical Activity and Health
PS100	Developmental Psychology
HPE210	Psycho-social aspect of Sport and Physical Activity
HPE162	Environmental Issues and Public Health and Health Promotion
HPE262	Population Approaches to Health Promotion
HPE361	Community Approaches to Health Promotion
HPE370	The Australian Sports System
BS200	Event Management
HPE1500	Industry Practicum 1
HPE2500	Industry Practicum 2
HPE3500	Industry Internship

(v) 25 Credit Points from a General Elective

(chosen from any School providing the prerequisites/corequisites have been met and the Dean of the relevant School has given approval.

3.1.2 Majors

No majors are available within the Bachelor of Marketing and Public Relations / Bachelor of Sport & Recreation Management degree.

3.1.3 Minors

No minors are available within the Bachelor of Marketing and Public Relations / Bachelor of Sport & Recreation Management degree.

3.1.4 Specialisations

No specialisations are available within the Bachelor of Marketing and Public Relations / Bachelor of Sport & Recreation Management degree.

3.2 Practicum or Internship requirements

All students must successfully complete HEP3500 Industry 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 Sport & Recreation Management 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 Sport & Recreation Management 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 Sport & Recreation Management.

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 Sport & Recreation Management.

3.6 Honours

Honours is not available within the Bachelor of Marketing and Public Relations / Bachelor of Sport & Recreation Management degree.

End of Regulations

APPENDICES

The University of Notre Dame Australia

National College of Business

Course Structure

Enrolment dates: Students first enrolled in 2007

Bachelor of Marketing and Public Relations / Bachelor of

Degree: Sport & Recreation Management

	# 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
9 Compulsory 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
1 General Elective (25 Credit Points)		25
UNITS FROM SPORT & RECREATION MANAGEMENT DEGREE		
HPE100 Physical Activity and Health	25	
PS100 Developmental Psychology	25	
HPE210 Psychosocial Aspects of Sport & Physical Activity	25	
HPE162 Environmental Approaches & Public Health and Health Promotion	25	
HPE262 Population Approaches to Health Promotion	25	
HPE361 Community Approaches to Health Promotion	25	
HPE370 The Australian Sport System	25	
BS200 Event Management	25	
HPE1500 Industry Practicum 1	25	
HPE2500 Industry Practicum 2	25	
HPE3500 Industry Internship	25	275
Total Credit Points		800