



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

COURSE REGULATIONS: BACHELOR OF MARKETING AND PUBLIC RELATIONS (BM&PR)

COURSE CODE: 3213

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

1.1 Introduction

These Bachelor of Marketing and Public Relations Degree Regulations apply to all students enrolled in the Bachelor of Marketing and Public Relations 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 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 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 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)

- (a) The compulsory units of the Bachelor of Marketing and Public Relations are listed in Appendix A.
- (b) The general elective unit may be chosen from any School of the University providing prerequisites/corequisites have been met and the Dean of the relevant School has given approval.

3.2 Majors

No majors are available within the Bachelor of Marketing and Public Relations degree.

3.3 Minors

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

3.4 Practicum or Internship requirements

All students must successfully complete BS390 Business Internship in order to graduate.

3.5 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.

3.6 Course Duration

3.6.1 Standard Duration

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

3.6.2 Accelerated Duration

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

3.7 Graduation

A minimum of 600 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.

3.8 Honours

This degree is not offered with Honours.

End of Regulations

APPENDICES

**The University of Notre Dame Australia
National College of Business
Course Structure**

Degree: Bachelor of Marketing and Public Relations

	# Credit Points	Totals
3 Core Curriculum Units		
PH100 Philosophy	25	
TH101 Introduction to Theology	25	
ET100 Ethics	25	
		75
8 Business Foundation Units		
BS100 Economics	25	
BS103 Quantitative Methods for Business	25	
BS105 Business Communication	25	
BS110 Accounting	25	
BS160 Principles of Management	25	
BS122 Principles of Marketing	25	
BS230 Business Information Technology	25	
BS240 Business Law	25	
		200
9 Compulsory Marketing and PR Units		
BS200 Events Management	25	
BS205 Advertising and Promotion	25	
BS251 Marketing Research	25	
BS258 Public Relations	25	
BS335 Crisis and Issues Management	25	
BS337 Strategic Public Relations	25	
BS350 Strategic Marketing	25	
BS352 Consumer Behaviour	25	
BS354 International Marketing	25	
		225
2 Marketing and PR Elective (50 Credit Points From)		
BS218 Business to Business	25	
BS315 E-Marketing	25	
BS333 International Public Relations	25	
BS359 Advanced Marketing Research	25	
BS369 Innovation & Entrepreneurship	25	
CO142 Print Media Analysis & Communication	25	
		50
1 General Elective (25 Credit Points) (to be chosen by student)		
	25	
		25
1 Internship		
BS390 Business Internship	25	
		25
Total Credit Points		600