COURSE REGULATIONS:

BACHELOR OF MARKETING AND PUBLIC RELATIONS / BACHELOR OF COMMUNICATIONS
[BMktgPR BComN]

BACHELOR OF MARKETING AND PUBLIC RELATIONS (HONOURS) / BACHELOR OF COMMUNICATIONS
[BMktgPR(HONS) BComN]

BACHELOR OF MARKETING AND PUBLIC RELATIONS / BACHELOR OF COMMUNICATIONS (HONOURS)
[BMktgPR BComN(HONS)]

BACHELOR OF MARKETING AND PUBLIC RELATIONS (HONOURS) / BACHELOR OF COMMUNICATIONS
(HONOURS)
[BMktgPR BComN]

COURSE CODE 3209, xxxx, yyyy and zzzz

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 2010
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CHAPTER 1: INTRODUCTION AND INTERPRETATION

1.1 Introduction
These Bachelor of Marketing and Public Relations / Bachelor of Communications Degree Regulations apply to all students enrolled in the Bachelor of Marketing and Public Relations / Bachelor of Communications Degree at The University of Notre Dame Australia.

These Regulations should be read in conjunction with the University’s General Regulations.

1.2 Interpretation
The terms included in these Regulations have the meanings as defined in the University’s General 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 Communications 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 Communications degree is available on the Fremantle and Sydney Campuses.
CHAPTER 2: ENTRY CRITERIA

2.1 The admissions requirements set out in the General Regulations apply.
3.1 Structure (see Appendix 1)

3.1.1 Compulsory Units
A minimum of 800 credit points compromising:

(i) 75 credit points from the Core Curriculum:
- PH100 Philosophy
- TH101 Introduction to Theology
- ET100 Ethics

(ii) 200 credit points from eight Business Foundation Program units:
- BS100 Economics
- BS103 Quantitative Methods for Business
- BS105 Business Communication
- BS106 Business Information Technology
- BS110 Accounting
- BS160 Principles of Management
- BS122 Principles of Marketing
- BS240 Business Law

(iii) 225 credit points from nine Marketing and Public Relations units:
- BS200 Events Management
- BS205 Advertising and Promotion
- BS251 Marketing Research (Fremantle only)
  OR BS203 Business Research Methods (Sydney only)
- BS252 Consumer Behaviour
- BS258 Introduction to Public Relations
- BS335 Issues and Crisis Management
- BS337 Corporate Public Relations
- BS350 Strategic Marketing
- BS354 International Marketing

(iv) 75 credit points from three following compulsory Communications units:
- CO121 The Language of Film
- CO142 Introduction to Journalism
- CO231 Media Analysis

(v) 225 credit points from nine Communications elective units. Students must ensure that they study a minimum of three 300-level Communications units.
- 25 credit points from the BS390 Business Internship.

3.1.2 Majors/Double Majors
No major is available for the Bachelor of Marketing and Public Relations / Bachelor of Communications degree.

3.1.3 Minors
No minor is available for the Bachelor of Marketing and Public Relations degree.

3.2 Practicum or Internship requirements
All students must undertake the BS390 Business Internship.

3.3 Approved Unit Substitutions
The following is a list of compatible units:
- BS103 Quantitative Methods for Business - RM150 Introduction to Statistical Methods or SM210 Calculus and Applied Mathematics
- BS251 Marketing Research - RM100 Research Methods or BS203 Business Research Methods
- BS110 Accounting - BS112 Accounting for Business
The Dean of a School may exempt a student from any requirements for required units except for the core as set out in Sections 3.1 and 3.2. Where a Dean exercises this power he/she will advise the Registrar and the student in writing of the exemption provided and the reason for the exemption. This advice will be kept on the student's file. A Dean may not exempt a student from the total number of credit points required for the award of a degree as set out in Section 3.5 nor from the Core Curriculum.

3.4 Course Duration

3.4.1 Standard duration

(i) The standard duration of the Bachelor of Marketing and Public Relations / Bachelor of Communications 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 Communications 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 Communications.

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 Communications.

3.6 Honours

This degree is offered as Bachelor of Marketing and Public Relations (Honours) / Bachelor of Communications (Honours). That is, the Bachelor of Marketing and Public Relations component of the double degree is available with Honours. In addition, the Bachelor of Communications component is also available as Honours. Students would normally only be enrolled in one Honours program, unless special approval is provided by the Deans of the relevant schools.

A minimum of 1000 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 (Honours) / Bachelor of Communications or Bachelor of Marketing and Public Relations / Bachelor of Communications (Honours).

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

3.6.1 Bachelor of Marketing and Public Relations (Honours)

3.6.1.1 Admission to an Honours program

(a) Admission to the Bachelor of Marketing and Public Relations (Honours) is by invitation (in accordance with School procedures) and is subject to approval by the Dean of the School of Business.

(b) Enrolment in the Bachelor of Marketing and Public Relations (Honours) program on a part-time basis is permitted with the approval of the Dean of the School of Business.

3.6.1.2 Selection criteria

The following selection criteria will be used for a student invited to enrol in a Bachelor of Marketing and Public Relations (Honours) program:

(i) To be considered for entry to the Bachelor of Marketing and Public Relations (Honours) degree, a student must normally achieve a grade point average (GPA) of three (3.0) or higher in their chosen major of the course.
(ii) Any student can be admitted to the Honours degree on the recommendation of the Honours Coordinator and with the approval of the Dean.

(iii) No student will be accepted into an honours program unless the Dean has determined that the School/College have the staff expertise and facilities capable of supporting the applicant.

3.6.1.3 Compulsory Honours coursework units
A student enrolled in a Bachelor of Marketing and Public Relations (Honours) program must undertake the following units within their honours year:

<table>
<thead>
<tr>
<th>Unit</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>SH8903 Supervised Honours Business</td>
<td>25</td>
</tr>
<tr>
<td>SH8909 Supervised Honours Business</td>
<td>75</td>
</tr>
<tr>
<td>SH8912 Supervised Honours Business</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200 CP</strong></td>
</tr>
</tbody>
</table>

3.6.1.4 Examination of research component
Examination of the Honours research component within the Bachelor of Marketing and Public Relations (Honours) is detailed in the relevant School’s Guideline: *Examination of Honours Research Components*.

The research thesis is examined by at least two examiners, one of whom may be external to the University.

3.6.1.5 Awarding Honours
Honours within the Bachelor of Marketing and Public Relations is awarded as graded Honours.

3.6.2 Bachelor of Communications (Honours)
The Bachelor of Communications is available as a Bachelor of Communications (Honours). For the admission requirements, structure and regulations of an Honours degree in the Schools of Arts and Sciences, see the Schools of Arts and Sciences regulations.

_End of Regulations_
Appendix 1.1  BACHELOR OF MARKETING AND PUBLIC RELATIONS / BACHELOR OF COMMUNICATIONS  
Campus : Fremantle, Sydney

<table>
<thead>
<tr>
<th>Credit Points</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Core Curriculum Units</td>
<td></td>
</tr>
<tr>
<td>PH100 Philosophy</td>
<td>25</td>
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<tr>
<td>ET100 Ethics</td>
<td>25</td>
</tr>
<tr>
<td>TH101 Introduction to Theology</td>
<td>25</td>
</tr>
<tr>
<td>Bachelor of Marketing and Public Relations Degree Units</td>
<td></td>
</tr>
<tr>
<td>8 Business Foundation Units</td>
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</tr>
<tr>
<td>BS100 Economics</td>
<td>25</td>
</tr>
<tr>
<td>BS103 Quantitative Methods for Business</td>
<td>25</td>
</tr>
<tr>
<td>BS105 Business Communication</td>
<td>25</td>
</tr>
<tr>
<td>BS106 Business Information Technology</td>
<td>25</td>
</tr>
<tr>
<td>BS110 Accounting</td>
<td>25</td>
</tr>
<tr>
<td>BS122 Principles of Marketing</td>
<td>25</td>
</tr>
<tr>
<td>BS160 Principles of Management</td>
<td>25</td>
</tr>
<tr>
<td>BS240 Business Law</td>
<td>25</td>
</tr>
<tr>
<td>9 Compulsory Marketing and Public Relations Degree Units</td>
<td></td>
</tr>
<tr>
<td>BS205 Advertising and Promotion</td>
<td>25</td>
</tr>
<tr>
<td>BS209 Public Relations Writing</td>
<td>25</td>
</tr>
<tr>
<td>BS251 Marketing Research (Fremantle) OR BS203 Business Research Methods (Sydney)</td>
<td>25</td>
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<tr>
<td>BS252 Consumer Behaviour</td>
<td>25</td>
</tr>
<tr>
<td>BS258 Introduction to Public Relations</td>
<td>25</td>
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<tr>
<td>BS335 Issues and Crisis Management</td>
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</tr>
<tr>
<td>BS337 Corporate Public Relations</td>
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<tr>
<td>BS350 Strategic Marketing</td>
<td>25</td>
</tr>
<tr>
<td>BS354 International Marketing</td>
<td>25</td>
</tr>
<tr>
<td>Bachelor of Communication Degree Units</td>
<td></td>
</tr>
<tr>
<td>CO121 The Language of Film</td>
<td>25</td>
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<tr>
<td>CO142 Introduction to Journalism</td>
<td>25</td>
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<tr>
<td>CO231 Media Analysis</td>
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<tr>
<td>Plus 9 Communications Elective units (each)</td>
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</tr>
<tr>
<td>1 Internship</td>
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<tr>
<td>BS390 Business Internship</td>
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<tr>
<td>Total Credit Points</td>
<td>825</td>
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<tr>
<td>OR With Honours in Marketing and Public Relations OR Communications</td>
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</tr>
<tr>
<td>1025</td>
<td></td>
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</tbody>
</table>