COURSE REGULATIONS:

BACHELOR OF MARKETING AND PUBLIC RELATIONS / BACHELOR OF SPORT AND RECREATION MANAGEMENT [BMKTGPR BSPRECMMGT]

BACHELOR OF MARKETING AND PUBLIC RELATIONS (HONOURS) / BACHELOR OF SPORT AND RECREATION MANAGEMENT [BMKTGPR(HONS) BSPRECMMGT]

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 2010
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CHAPTER 1: INTRODUCTION AND INTERPRETATION

1.1 Introduction
The Bachelor of Commerce Bachelor of Marketing and Public Relations / Bachelor of Sport and Recreation Management degree regulations apply to all students enrolled in the Bachelor of Marketing and Public Relations / Bachelor of Sport and Recreation Management 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 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 Sport and 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 and Recreation Management degree is available at the Fremantle Campus only.
CHAPTER 2: ENTRY CRITERIA

2.1 The admissions requirements set out in the *General Regulations* apply.
CHAPTER 3: DEGREE REQUIREMENTS

3.1 Structure (See Appendix 1)

3.1.1 Compulsory units

A minimum of 805 credit points comprising:

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

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

(iii) 250 credit points from 10 Business Marketing and Public Relations degree units:
BS200 Events Management
BS205 Advertising and Promotion
BS209 Public Relations Writing
BS251 Marketing Research (Fremantle only)
OR BS203 Business Research Methods (Sydney only)
BS252 Consumer Behaviour
BS258 Public Relations
BS335 Issues and Crisis Management
BS337 Strategic Public Relations
BS350 Strategic Marketing
BS354 International Marketing

(iv) 255 credit points from 10 Bachelor of Sport and Recreation Management degree units:
AB100 Aboriginal People
HPE100 Physical Activity and Health
HPE1503 Industry Practicum 1
HPE162 Environmental Issues and Public Health and Health Promotion
HPE210 Psycho-social aspect of Sport and Physical Activity
HPE2503 Industry Practicum 2
HPE262 Population Approaches to Health Promotion
HPE361 Community Approaches to Health Promotion
HPE370 The Australian Sports System
PS100 Developmental Psychology

(v) 25 credit points from a General Elective.

(vi) 25 credit points from HPE3503 Industry Internship.

3.1.2 Majors

No majors are available within this degree course.

3.1.3 Minors

No minor is available for the Bachelor of Marketing and Public Relations / Bachelor of Sport
and Recreation Management degree.

3.2 Practicum or Internship requirements

All students must undertake HEP3503 Industry Internship.
3.3 Approved unit substitutions
The following list incompatible units:

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

The Dean of a School may exempt a student from any requirements for required units 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 Sport and 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 and 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 and Recreation Management.

3.5 Graduation
A minimum of 805 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 and Recreation Management.

3.6 Honours
This degree is offered as Bachelor of Marketing and Public (Honours). The Bachelor of Sport and Recreation Management component of the double degree does not offer 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 Marketing and Public Relations (Honours) is by invitation (in accordance with School procedures) and is subject to approval by the Dean.
(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.

3.6.2 Selection criteria
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 Marketing and Public Relations (Honours) degree, a student must normally achieve a grade point average (GPA) of three (3.0) or higher in their second and third year 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.

3.6.3 **Compulsory Honours coursework units**
A student enrolled in the Bachelor of Marketing and Public Relations (Honours) program will be required to enrol in and successfully complete the following coursework units during a fourth year of study:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>SH8903</td>
<td>Supervised Honours Business</td>
<td>25CP</td>
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<tr>
<td>SH8909</td>
<td>Supervised Honours Business</td>
<td>75CP</td>
</tr>
<tr>
<td>SH8912</td>
<td>Supervised Honours Business</td>
<td>100CP</td>
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</tbody>
</table>

3.6.4 **Examination of research component**
(a) Examination of the Honours research component within the Bachelor of Marketing and Public Relations (Honours) is detailed in the School of Business 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.

3.6.5 **Awarding Honours**
Honours within the Bachelor of Marketing and Public Relations are awarded as graded Honours.

*End of Regulations*
Appendix 1.1  BACHELOR OF MARKETING AND PUBLIC RELATIONS / BACHELOR OF SPORT AND RECREATION MANAGEMENT

Campus: Fremantle only

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Points</th>
<th>Totals</th>
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</thead>
<tbody>
<tr>
<td><strong>3 Core Curriculum Units</strong></td>
<td></td>
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<tr>
<td>PH100 Philosophy</td>
<td>25</td>
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<tr>
<td>ET100 Ethics</td>
<td>25</td>
<td></td>
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<tr>
<td>TH101 Introduction to Theology</td>
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<td>75</td>
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<tr>
<td><strong>Bachelor of Marketing and Public Relations Degree Units</strong></td>
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<td></td>
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<tr>
<td><strong>8 Business Foundation Units</strong></td>
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<tr>
<td>BS100 Economics</td>
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<td></td>
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<tr>
<td>BS103 Quantitative Methods for Business</td>
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<td>BS105 Business Communication</td>
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<td>BS106 Business Information Technology</td>
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<tr>
<td>BS110 Accounting</td>
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<tr>
<td>BS122 Principles of Marketing</td>
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<td>BS160 Principles of Management</td>
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<td>BS240 Business Law</td>
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<td><strong>10 Units from Marketing and Public Relations Degree</strong></td>
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<td>BS200 Events Management</td>
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<td>BS205 Advertising and Promotion</td>
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<td>BS251 Marketing Research (Fremantle only)</td>
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<td>OR BS203 Business Research Methods (Sydney only)</td>
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<tr>
<td>BS252 Consumer Behaviour</td>
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<td>BS258 Introduction to Public Relations</td>
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<td>BS335 Issues and Crisis Management</td>
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<td>BS337 Corporate Public Relations</td>
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<td>BS350 Strategic Marketing</td>
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<td>BS354 International Marketing</td>
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<td><strong>Bachelor of Sport and Recreation Degree Units</strong></td>
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<td>AB100 Aboriginal People</td>
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<td>HPE100 Physical Activity and Health</td>
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<td>HPE1503 Industry Practicum 1</td>
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<tr>
<td>HPE162 Environmental Approaches and Public Health and Health Promotion</td>
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<tr>
<td>HPE210 Psychosocial Aspects of Sport and Physical Activity</td>
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<td>HPE2503 Industry Practicum 2</td>
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<tr>
<td>HPE262 Population Approaches to Health Promotion</td>
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<td>HPE361 Community Approaches to Health Promotion</td>
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<td>HPE370 The Australian Sport System</td>
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<td>PS100 Developmental Psychology</td>
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<tr>
<td><strong>1 Internship</strong></td>
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</tr>
<tr>
<td>HPE3503 Industry Internship</td>
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</tbody>
</table>

**Total Credit Points**

- 805  
- 1005

OR

With Honours (by invitation) in Marketing and Public Relations