Bachelor of Arts
UNDA Course Code 3009 – CRICOS Code 015324A

Major: Advertising

The Advertising major within the Bachelor of Arts is designed to equip students with practical skills and knowledge in consumer behaviour, integrated marketing communications, media planning and analysis as well as production processes and design, underpinned by theories of communication and persuasion. Students will also create an Advertising Professional Brief in their final year.

Course Duration:
The Bachelor of Arts (Major: Advertising) generally takes three years to complete on a full-time basis. It is also available on a part-time basis (Domestic students only).

Course Structure:
Core Curriculum – The Logos Programme
- Logos I
- Logos II
- Logos III

Year One
- Academic Writing
- Principles of Marketing

Years Two & Three
The following units are recommended:
- Media and Society
- Consumer Behaviour
- Advertising and Promotions
- Media Planning
- Production: Creative Advertising
- Advertising and Society
- Advertising Design: Professional Brief

Plus 12 electives which may form another major or minor (undertaken during years one, two and/or three).

Mode of Study and Assessment:
This course is only offered in internal mode which means students must attend face-to-face lectures, tutorials and other sessions as required. Students will be provided with a copy of the Unit Outline for each unit they will study in a semester. This outline will provide the assessment method for unit, which may include: assignments, essays, presentations, performances, practicum, internships, placements, research papers, theses, tests, and examinations.

Career Opportunities:
With a solid foundation in business and communications, graduates with a major in Advertising are equipped to work in the private, not-for profit and public sectors in areas such as:
- Account management
- Brand management
- Copywriting
- Creative direction
- Media buying
- Promotions and communications

Major: Applied Psychology

The Applied Psychology major seeks to impart the skills and content of Psychology to persons who would find this background useful in a variety of employment/vocational settings, but who do not wish to, or need to, become psychologists.

Course Duration:
The Bachelor of Arts (Major: Applied Psychology) generally takes three years to complete on a full-time basis. It is also available on a part-time basis (Domestic students only).

Course Structure:
Core and Foundation Curriculum
- Logos I
- Logos II
- Logos III
- Academic Writing

Compulsory Units
- Introduction to Behavioural Science
- Themes & Perspectives in Behavioural Science
- Social Psychology
- Abnormal Psychology

Elective Units
Four electives from the following (one of which must be at upper level):
- Principles of Management
- Industrial Relations
- Principles of Human Resource Management
- Counselling Couples and Families
- Counselling Children and Adolescents
- Counselling the Older Adult
- Health Psychology
- Cognition, belief and behaviour
- Psychology of Work
- Models of Psychological Intervention
- Anthropology: Human Being within the Mystery
- Pastoral Theology Foundations 1
- Pastoral Theology Foundations 2

Plus 12 electives which may form another major or minor (undertaken during years one, two and/or three)

Mode of Study and Assessment:
This course is only offered in internal mode. Students will be provided with a copy of a Unit Outline for each unit in a given semester. This outline will provide the assessment method for unit, which may include: assignments, essays, presentations, performances, practicum, internships, placements, research papers, theses, tests, and examinations.

Career Opportunities:
Students will be able to pursue careers in the areas of:
- Community development and service
- Government departments
- Non-Government Organisations (NGOs)
- Personnel & human resources training

Note: The Applied Psychology major does not provide the requisite undergraduate background for registration as a psychologist with the Australian Health Practitioner Regulation Agency.
Admission Requirements for the Bachelor of Arts

School Leavers:

- ATAR of 70 - Indicative only. Must have been obtained within the last five years.  
  Or  
- IB of 25+ - Indicative only. Must have been obtained within the last five years.

Post School Leaver / Mature Age Applicants:

- Other University Studies - Notre Dame will also consider applicants who have successfully completed a minimum of two units within a Bachelor’s Degree from another University.  
  Or  
- Successful completion of an Australian Qualifications Framework (AQF) Certificate IV level qualification or higher from a recognised provider such as TAFE or an RTO.  
  Or  
- Special Tertiary Admissions Test (STAT) – This option is only available for applicants who are over 20 years of age as at 1 March in the year of admission. A score of 150 for both the Multiple Choice component and the Written English component is required. STAT results are valid for five years.  
  Or  
- Successful completion of the Notre Dame Tertiary Enabling Program or Foundation Year.

Further Information

The information contained in this publication is designed as a basic course description. If you would like further information regarding the course, or information pertaining to admissions, fees or the University itself, please contact the Prospective Students Office on (02) 8204 4404 or at sydney@nd.edu.au

All international enquiries may be directed to the International Students Office at sydney.international@nd.edu.au

Visit our website at www.nd.edu.au