Bachelor of Marketing & Public Relations
UNDA Course Code 3213 – CRICOS Code 056162G

About Marketing and Public Relations at Notre Dame:
The Bachelor of Marketing and Public Relations combines two of the most fundamental activities of organisations today. Marketing is one of the key functions of business, as success today is directly linked with the market orientation of the organisation. In a world where the speed and methods of communication have revolutionised the way information is received and analysed, Public Relations (PR) skills have become essential for enhancing reputation, performance and market share success. By combing these two disciplines, students receive a greater level of specialisation thereby strengthening their qualifications in these dynamic fields.

The School of Business combines practical skills with individual-focused tuition ensuring students are ready to thrive in the workplace. Some of the key features of this degree include:

- Graduates are eligible to join the Australian Marketing Institute (AMI) and the Public Relations Institute of Australia (PRIA)
- We offer the only integrated marketing and public relations degree in NSW
- Wide range of marketing, PR and communication units
- Client based projects and pitches
- Case study and team based learning
- Internships ensure theory is put into practice
- Regular guest speakers
- Relevant field trips
- Access to leading agencies and companies
- Experienced lecturers

Course Outline:
The Bachelor of Marketing and Public Relations is comprised of 24 units of study including core curriculum units, foundation units, marketing and PR units and a business internship consisting of practical experience with an organisation.

Course Duration:
The Bachelor of Marketing and Public Relations 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
- Economics
- Quantitative Methods for Business
- Business Communication
- Business Information Technology
- Accounting
- Business Law
- Principles of Management
- Principles of Marketing
- Business Law

Year Two & Year Three
- Events Management
- Advertising and Promotion
- Public Relations Writing
- Business Research Methods
- Consumer Behaviour
- Introduction to Public Relations
- E-Public Relations
- Issues and Crisis Management
- Corporate Public Relations
- Strategic Marketing
- International Marketing
- Business Internship

Plus one additional marketing and public relations elective undertaken in either year two or three to be selected from:
- Business to Business
- E-Marketing
- Services Marketing (Preferred elective)
- Innovation & Entrepreneurship
- Introduction to Journalism

Business Internship:
As part of the degree, students have the opportunity to participate in an internship program. The Business Internship program begins with seminars in career planning and professional development as well as presentations by industry leaders sharing valuable insights into their particular workplace. Guest speakers have included senior people from Microsoft, IBM, Coca Cola Amatil, Career One and the Australian Wallabies. Students then complete work placements in relevant business settings under the supervision of professionals. UNDA students have undertaken a wide range of exciting placements including at:
- ACP Magazines
- Cancer Council
- Century 21
- Commonwealth Bank
- Fuji Xerox
- Lend Lease
- Lowy Institute for International Policy
- Make-A-Wish Foundation
- New South Wales Parliament
- Nine Network
- Ogilvy
- Paramount Home Entertainment
- Public Relations Institute of Australia
- St George Bank
- Sydney Olympic Park Authority
- Sydney Writers Festival
- World Youth Day
Honours:

Students who meet the School of Business academic requirements may apply to undertake Honours – a fourth year of full time study. An Honours degree makes your qualifications more competitive within the business profession as you contribute to developing the knowledge base of your specific discipline.

Double Degrees:

A special feature of courses at Notre Dame is the flexibility allowed in planning your degree. There is opportunity to combine study in Marketing and Public Relations with units from other areas in order to increase general knowledge and skills. Employers value people with a broad education and the specific skills in certain areas. By combining studies in two or more areas, students can increase their employment prospects, extend their general education and pursue more than one interest.

Marketing and PR can be combined with almost any area. Some appropriate combinations include Marketing & PR with Behavioural Science and Marketing & PR with Communications.

Mode of Study & 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.

Successful Study:

At Notre Dame, we emphasise the value of the human person and the importance of maintaining an ethical way of life. All students undertake studies in Philosophy, Ethics and Theology—dealing with issues that go to the very heart of participation in public life while developing students with valuable life skills.

We also require students to complete a unit in Business Communication. This foundation Unit introduces students to the skills essential to successful university study and helps them to adjust to academic learning and its requirements.

Study Abroad Opportunities:

Students may have the opportunity of completing part of their degree at a partner institution through an exchange program. Notre Dame has strong links with universities in Asia, Europe and North America, including the University of Notre Dame in the United States. For more information, please contact the Study Abroad and Exchange Centre.

Admission Requirements:

School Leavers:

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

Mature Age Applicants:

- Successful completion of an Australian Qualifications Framework (AQF) Certificate IV level qualification or higher from a recognised provider such as TAFE or an RTO.

- STAT (Special Tertiary Admissions Test) – A minimum score of 150 for both the Multiple Choice component and the Written English component is required. STAT results are valid for two years.

- Successful completion of the Notre Dame Tertiary Enabling Program (TEP).

- Other University Studies - Notre Dame will also consider applicants who have successfully completed a minimum of one semester worth of units within a Bachelor’s Degree from another University.

No pre-requisites are required for the study of Business but students may wish to refer to the Prospective Students Office for recommended subjects such as Mathematics and Business-related units.

Career Opportunities:

Depending on the choice of units, students may gain employment in the public, private or not-for-profit sectors in areas such as corporate communication, advertising/promotions, tourism, public relations, marketing, events & entertainment sector, management, market research and consulting, retailing, recruitment, and international marketing.

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.admissions@nd.edu.au.

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

Visit our website at www.sydney.nd.edu.au.