



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

# **PROGRAM REGULATIONS**

## **SCHOOL OF BUSINESS**

**BACHELOR OF MARKETING AND PUBLIC  
RELATIONS / BACHELOR OF BEHAVIOURAL  
SCIENCE**

**BMktg&PR/BBehSc**

**PROGRAM CODE: 3505**

THESE PROGRAM REGULATIONS ARE EFFECTIVE FROM 1.1.2018

## SCHOOL OF BUSINESS

1. These Program Regulations apply to all students who are enrolled in this Award on the Fremantle Campuses.
2. The Dean is the responsible Executive of these Program Regulations.
3. The contact officer for this document is the Senior Administrative Officer, School of Business, Fremantle campus.

## MODIFICATION HISTORY

1. These Program Regulations are effective from 1 January 2018.

Version	Date Amended	Modification Details	Name
1	January, 2008	Amendments to program regulations	Dean
2	December, 2008	Amendments to program regulations	Dean
3	October, 2009	Amendments to program regulations	Dean
4	June, 2010	Amendments to program regulations	Dean
5	July, 2011	Amendments to program regulations	Dean
6	June, 2012	Amendments to program regulations	Dean
7	December, 2013	Regulations transferred to new template	Dean
8	November, 2014	References to MPR 'Honours' changed to 'not offered'	Associate Dean, Fremantle
9	December, 2014	Corrections applied post UCAC as per memo	Associate Dean, Fremantle
10	February, 2015	Corrections applied post UCAC as per memo	Associate Dean, Fremantle
11	July 2015	New course BS399 Social Media (Fremantle only), name change to BS205 and BS209. PS264 Psychology of Work changed to PS214 Organisational Behaviour	Associate Dean, Fremantle
12	July 2015	Updates to wording of 'Behavioural Science degree requirements.	Assistant Dean, SoAS, Fremantle
13	October 2017	Changes to Accounting course (Fremantle) to align with Sydney campus, corrections to program names for BESC2140 and BESC2250	Associate Dean, Fremantle
14	January 2018	New course codes assigned	PVCA

# TABLE OF CONTENTS

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<b>1</b>	<b>INTRODUCTION AND INTERPRETATION</b> .....	<b>4</b>
1.1	INTRODUCTION.....	4
1.2	INTERPRETATION .....	4
1.3	AMENDMENTS MADE TO PROGRAM REGULATIONS.....	4
1.4	APPLICABILITY TO CAMPUSES OF THE UNIVERSITY.....	4
1.5	THE AUSTRALIAN QUALIFICATIONS FRAMEWORK (AQF) .....	4
<b>2</b>	<b>ENTRY CRITERIA</b> .....	<b>5</b>
2.1	GENERAL CRITERIA .....	5
2.2	ADDITIONAL ENTRY REQUIREMENTS / PRE-REQUISITES .....	5
2.3	EXTERNAL ACCREDITATION REQUIREMENTS .....	5
<b>3</b>	<b>AWARD REQUIREMENTS</b> .....	<b>6</b>
3.1	STRUCTURE .....	6
3.2	SPECIAL AWARD REQUIREMENTS .....	6
3.3	PRACTICUM OR INTERNSHIP REQUIREMENTS .....	6
3.4	APPROVED COURSE SUBSTITUTIONS.....	6
3.5	ALTERNATIVE PATHWAYS .....	6
3.6	VOLUME OF LEARNING .....	6
3.7	GRADUATION.....	7
3.8	EXIT AWARDS .....	7
3.9	HONOURS .....	7
<b>4</b>	<b>APPENDICES</b> .....	<b>8</b>

# 1 INTRODUCTION AND INTERPRETATION

## 1.1 Introduction

These Program Regulations apply to all students enrolled in this Award at The University of Notre Dame Australia.

These Regulations should be read in conjunction with the University's General Regulations, the School of Business Regulations and the School of Arts and Sciences Regulations.

## 1.2 Interpretation

The terms included in these Regulations have the meanings as defined in the University's General Regulations, the School of Business Regulations and the School of Arts and Sciences Regulations.

## 1.3 Amendments made to Program Regulations

Unless otherwise specified, when amendments are made to the structure, content or academic requirements of this Award, the amendments will automatically apply in accordance with General Regulation Section 1.7.

## 1.4 Applicability to Campuses of the University

The Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science Award is available on the Fremantle Campus only.

## 1.5 The Australian Qualifications Framework (AQF)

The Bachelor of Marketing and Public Relations Award is a level 7 AQF qualification.

The Bachelor of Behavioural Science Award is a level 7 AQF qualification.

## **2 ENTRY CRITERIA**

### **2.1 General Criteria**

The standard entry requirements for admission are detailed in the University's General Regulations, the School of Business Regulations and the School of Arts and Sciences Regulations.

### **2.2 Additional Entry Requirements / Pre-Requisites**

There are no additional entry requirements or pre-requisites for this Award.

### **2.3 External Accreditation Requirements**

External accreditation requirements are not applicable to this Award.

### 3 AWARD REQUIREMENTS

#### 3.1 Structure

Refer to Award structure in Appendix A. Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science.

##### 3.1.1 Compulsory Courses

800 units of credits from courses as detailed in Appendix A.

##### 3.1.2 Elective Courses

There are no Electives within this Award.

##### 3.1.3 Majors and Double Majors

There are no Majors available in this Award.

##### 3.1.4 Minors

There are no Minors available in this Award.

##### 3.1.5 Specialisations

There are no Specialisations permitted in this Award.

##### 3.1.6 Special Interest Courses

There are no Special Interest courses available in this Award.

#### 3.2 Special Award Requirements

There are no special award requirements in the Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science.

#### 3.3 Practicum or Internship requirements

Students are to complete BESC3940 Behavioural Science Internship in their final semester of study. The work based learning component of the internship will be no less than 90 hours.

#### 3.4 Approved course substitutions

Course substitutions, where permitted, must be approved by the Dean.

#### 3.5 Alternative Pathways

There are no Alternative Pathways available in this Award.

#### 3.6 Volume of Learning

##### 3.6.1 Standard Duration

- (a) The standard duration for the Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science Award is four (4.0) years of equivalent full-time study.
- (b) A student is able to enrol in this Award on a part-time basis.

##### 3.6.2 Accelerated Duration

- (a) An accelerated mode is not available for the Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science Award.

##### 3.6.3 Maximum Duration

The maximum period of time within which a student is permitted to complete the Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science Award is detailed in the University's General Regulations.

### **3.7 Graduation**

Where a student has satisfied all the requirements of the Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science Award as detailed in these Program Regulations and the General Regulations, the University may grant the student graduation status.

### **3.8 Exit Awards**

An Exit Award pathway is not available for this Award.

### **3.9 Honours**

The Bachelor of Commerce component of the Double Degree Award **is not** offered with Honours.

The Bachelor of Arts component of the Double Degree Award **is** offered with Honours.

Details about Honours in the Bachelor of Behavioural Science are provided in the Bachelor of Arts (Honours) Award Regulations (program code 3501).

**END OF REGULATIONS**



## 4 APPENDICES

### APPENDIX A: Bachelor of Marketing and Public Relations / Bachelor of Behavioural Science

				#		
				Units of		
				Credit		Totals
<b>3 Core Curriculum Courses</b>						
<b><u>Fremantle</u></b>			<b><u>Sydney</u></b>			
CORE1010	Introduction to Philosophy	CORE1001	Logos 1	25		
CORE1020	Ethics	CORE1002	Logos II	25		
CORE1030	Introduction to Theology	CORE1003	Logos III	25		<b>75</b>
<b>8 Business Foundation Courses</b>						
BUSN1000	Economics			25		
BUSN1030	Quantitative Methods for Business			25		
BUSN1050	Business Communication		*	25		
BUSN1060	Business Information Technology			25		
BUSN1100	Accounting for Business			25		
BUSN1220	Principles of Marketing		*	25		
BUSN1600	Principles of Management			25		
BUSN2400	Business Law			25		<b>200</b>
<i>1* indicates this Foundation Course is part of the Major</i>						
<b>9 Compulsory Marketing and Public Relations Degree Courses</b>						
BUSN2050	Integrated Marketing Communications			25		
BUSN2090	Professional Writing			25		
BUSN2520	Consumer Behaviour			25		
BUSN2580	Introduction to Public Relations			25		
BUSN3350	Issues and Crisis Management			25		
BUSN3370	Corporate Public Relations			25		
BUSN3500	Strategic Marketing			25		
BUSN3540	International Marketing OR BUSN323 Services Marketing			25		
BUSN3990	Social Media (Fremantle only)			25		<b>225</b>
<b>Bachelor of Behavioural Science Degree Courses</b>						
ABOR1000	Aboriginal People			25		
BESC1000	Developmental Psychology			25		
BESC1050	Social Science Research			25		
BESC1020	Foundations of Human Behaviour			25		
BESC2140	Organisational Behaviour			25		
BESC2160	Psychological Perspectives on Health			25		
BESC2240	Discourse, Power and Politics			25		
BESC2250	Culture and Society			25		
BESC3110	Research Methods and Practice			25		
BESC3150	Professional Practice in Behavioural Science			25		
BESC3930	Community: Policy and Development			25		<b>275</b>
<b>1 Internship</b>						
BESC3940	Behavioural Science Internship			25		25
<b>Total Units of Credit</b>						<b>800</b>