



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

PROGRAM REGULATIONS

SCHOOL OF BUSINESS

**BACHELOR OF ADVERTISING AND PUBLIC
RELATIONS**
BAdvtPR

PROGRAM CODE: 3435

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 Sydney 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, Sydney Campus.

MODIFICATION HISTORY

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

| Version | Date Amended | Modification Details | Name |
|---------|---------------|---|---------------------------|
| 1 | Nov 2014 | Regulations transferred to new template | Dean |
| 2 | Dec 2014 | Corrections applied post UCAC as per memo specifically 3.3 to include internship hours | Associate Dean, Fremantle |
| 3 | October 2017 | Change of terminology unit -> course, course -> program, credit points -> units of credit | SAO, Fremantle SOB |
| 4 | December 2017 | Minor edits as per tracked changes | Associate Dean, Fremantle |
| 5 | January 2018 | New course codes assigned | PVCA |

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1 INTRODUCTION AND INTERPRETATION

1.1 Introduction

These Program Regulations apply to all students enrolled in the Bachelor of Advertising and Public Relations Award at The University of Notre Dame Australia.

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

1.2 Interpretation

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

1.3 Amendments made to Program Regulations

Unless otherwise specified, when amendments are made to the structure, content or academic requirements of the Bachelor of Advertising and Public Relations Award, the amendments will automatically apply in accordance with the General Regulations.

1.4 Applicability to Campuses of the University

The Bachelor of Advertising and Public Relations Award is available on the Sydney Campus only.

1.5 The Australian Qualifications Framework (AQF)

The Bachelor of Advertising and Public Relations 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 and the School of Business 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

For the Bachelor of Advertising and Public Relations Award Structure, refer to Appendix A.

3.1.1 Compulsory Courses

575 units of credit from courses as detailed in Appendix A for the Bachelor of Advertising and Public Relations Award.

3.1.2 Elective Courses

There are Elective course(s) within this Award.

25 units of credit from courses as detailed in Appendix A.

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 available 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 for this Award.

3.3 Practicum or Internship requirements

Students are to complete BUSN3900 Business Internship including a minimum of 150 hours of practicum.

3.4 Approved course substitutions

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

3.5 Alternative Pathways

Alternative Pathways are not applicable for this Award.

3.6 Volume of Learning

3.6.1 Standard Duration

(a) The standard duration for the Bachelor of Advertising and Public Relations Award is three (3.0) 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

An accelerated mode is not available for this Award

3.6.3 Maximum Duration

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

3.7 Graduation

Where a student has satisfied all the requirements of the Bachelor of Advertising and Public Relations 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 Advertising and Public Relations Award is not offered with Honours.

3.10 Advanced Standing and Recognition of Prior Learning

Advanced standing and/or recognition of prior learning may be available towards this Award in accordance with the College of Business policy.

END OF REGULATIONS



APPENDICES

APPENDIX A:

| | Units of Credit | Totals |
|---|--------------------|------------|
| 3 Core Curriculum Courses | | |
| CORE1001 Logos I | 25 | |
| CORE1002 Logos II | 25 | |
| CORE1003 Logos III | 25 | 75 |
| 8 Compulsory Courses | | |
| BUSN1000 Economics | 25 | |
| BUSN1030 Quantitative Methods for Business | 25 | |
| BUSN1050 Business Communication | 25 | |
| BUSN1060 Business Information Technology | 25 | |
| BUSN1110 Accounting for Business | 25 | |
| BUSN1220 Principles of Marketing | 25 | |
| BUSN1600 Principles of Management | 25 | |
| BUSN2400 Business Law | 25 | 200 |
| 11 Compulsory Advertising and Public Relations Courses | | |
| BUSN2000 Events Management | 25 | |
| COMM2010 Production: Creative Advertising | 25 | |
| BUSN2050 Advertising and Promotion | 25 | |
| BUSN2090 Public Relations Writing | 25 | |
| BUSN2030 Business Research Methods | 25 | |
| BUSN2520 Consumer Behaviour | 25 | |
| BUSN2580 Introduction to Public Relations | 25 | |
| BUSN3180 E- Public Relations | 25 | |
| BUSN3370 Corporate Public Relations | 25 | |
| BUSN3440 Media Planning | 25 | |
| COMM3430 Advertising Design: Professional Brief | 25 | 275 |
| 1 Advertising and Public Relations Elective (25 Units of Credit selected from) | | |
| COMM1060 Media and Society | 25 | |
| COMM3510 Theories of Communication, Advertising and Persuasion | 25 | |
| BUSN3350 Issues and Crisis Management | 25 | 25 |
| 1 Internship | | |
| BUSN3900 Business Internship | 25 | 25 |
| Total Units of Credit | | 600 |