



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

COURSE REGULATIONS

SCHOOL OF BUSINESS

**BACHELOR OF ADVERTISING AND PUBLIC
RELATIONS**
BAdvtPR

COURSE CODE: 3435

THESE COURSE REGULATIONS ARE EFFECTIVE FROM 1.1.2014

SCHOOL OF BUSINESS

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

MODIFICATION HISTORY

1. These Course Regulations are effective from 1 January 2014.

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

TABLE OF CONTENTS

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

1 INTRODUCTION AND INTERPRETATION

1.1 Introduction

These Course 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 Course 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 Units

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

3.1.2 Elective Units

There are Elective unit(s) within this Award.
25 credit points from units 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 Units

There are no special interest units 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 BS390 Business Internship including a minimum of 150 hours of practicum.

3.4 Approved unit substitutions

Unit 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 Course 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:

	Credit Points	Totals
3 Core Curriculum Units		
Fremantle		
PH100 Introduction to Philosophy		
ET100 Ethics		
TH101 Introduction to Theology		
Sydney		
PT101 Logos I	25	
PT102 Logos I	25	
PT103 Logos III	25	75
8 Compulsory Units		
BS100 Economics	25	
BS103 Quantitative Methods for Business	25	
BS105 Business Communication	25	
BS106 Business Information Technology	25	
BS110 Accounting (Fremantle) OR		
BS111 Accounting for Business (Sydney)	25	
BS122 Principles of Marketing	25	
BS160 Principles of Management	25	
BS240 Business Law	25	200
11 Compulsory Advertising and Public Relations Units		
BS200 Events Management	25	
CO201 Production: Creative Advertising	25	
BS205 Advertising and Promotion	25	
BS209 Public Relations Writing	25	
BS203 Business Research Methods	25	
BS252 Consumer Behaviour	25	
BS258 Introduction to Public Relations	25	
BS318 E- Public Relations	25	
BS337 Corporate Public Relations	25	
BS344 Media Planning	25	
CO343 Advertising Design: Professional Brief	25	275
1 Advertising and Public Relations Elective (25 Credit Points selected from)		
CO231 Media Analysis	25	
CO351 Theories of Communication, Advertising and Persuasion	25	
BS335 Issues and Crisis Management	25	25
1 Internship		
BS390 Business Internship	25	25
Total Credit Points		600