



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

COURSE REGULATIONS

SCHOOL OF BUSINESS

**BACHELOR OF MARKETING AND PUBLIC
RELATIONS /BACHELOR OF COMMUNICATIONS
AND MEDIA**
BMktg&PR/BComnMed

COURSE CODE: 3375

THESE COURSE REGULATIONS ARE EFFECTIVE FROM 1.1.2016

SCHOOL OF BUSINESS

1. These Course Regulations apply to all students who are enrolled in this Award on the Fremantle and 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, Fremantle campus.

MODIFICATION HISTORY

1. These Course Regulations are effective from 1 January 2016.

Version	Date Amended	Modification Details	Name
1	January, 2008	Amendments to course regulations	Dean
2	December, 2008	Amendments to course regulations	Dean
3	October, 2009	Amendments to course regulations	Dean
4	June, 2010	Amendments to course regulations	Dean
5	July, 2011	Amendments to course regulations	Dean
6	June, 2012	Amendments to course 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 unit BS399 Social Media (Fremantle only), name change to BS205 and BS209.	Associate Dean, Fremantle

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1 INTRODUCTION AND INTERPRETATION

1.1 Introduction

These Course 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 Course 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 Communications and Media Award is available on the Fremantle and Sydney Campuses 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 Communications and Media 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 Communications and Media

3.1.1 Compulsory Units

575 credit points from units as detailed in Appendix A.

250 credit points from additional Communications and Media units as detailed in the School of Arts and Sciences Majors and Minors lists (available on the University website).

3.1.2 Elective Units

There are no Electives within this Award.

3.1.3 Majors and Double Majors

(a) There are no Majors available within the Bachelor of Marketing and Public Relations component of this degree.

(b) The Bachelor of Communications and Media must contain a Major in either Journalism or Film and Screen Production or Media Studies or Advertising. For the requirements of these Majors, please see the School of Arts and Sciences webpage for its list of Majors and Minors.

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 Units

There are no Special Interest units in this Award.

3.2 Special Award Requirements

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

3.3 Practicum or Internship requirements

Students are to complete the BS390 Business Internship.

3.4 Approved unit substitutions

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

3.5 Alternative Pathways

There are no Alternative Pathways available in these Awards.

3.6 Volume of Learning

3.6.1 Standard Duration

(a) The standard duration for the Bachelor of Marketing and Public Relations / Bachelor of Communications and Media Award is 4.1 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 available for the Bachelor of Marketing and Public Relations / Bachelor of Communications and Media 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 Communications and Media 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 Communications and Media 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 Bachelor of Marketing and Public Relations component of the Double Degree Award **is not** offered with Honours.

The Bachelor of Communications and Media component of the Double Degree Award **is** offered with Honours.

Details about Honours in the Bachelor of Communications and Media are provided in the Bachelor of Communications and Media (Honours) Award Regulations (course code 3495).

END OF REGULATIONS



4 APPENDICES

APPENDIX A: Bachelor of Marketing and Public Relations / Bachelor of Communications and Media

	#		
	Credit		
	Points		Totals
3 Core Curriculum Units			
<u>Fremantle</u>		<u>Sydney</u>	
PH100 Introduction to Philosophy		PT101 Logos 1	25
ET100 Ethics		PT102 Logos II	25
TH101 Introduction to Theology		PT103 Logos III	25
			75
8 Business Foundation Units¹			
BS100 Economics			25
BS103 Quantitative Methods for Business			25
BS105 Business Communication		*	25
BS106 Business Information Technology			25
BS110 Accounting (Fremantle only) OR			
BS111 Accounting for Business (Sydney only)			25
BS122 Principles of Marketing		*	25
BS160 Principles of Management			25
BS240 Business Law			25
			200
<i>¹* indicates this Foundation Unit is part of the Major</i>			
9 Compulsory Marketing and Public Relations Degree Units			
BS205 Integrated Marketing Communications			25
BS209 Professional Writing			25
BS251 Marketing Research (Fremantle only) OR			
BS203 Business Research Methods (Sydney only)			25
BS252 Consumer Behaviour			25
BS258 Introduction to Public Relations			25
BS335 Issues and Crisis Management			25
BS337 Corporate Public Relations			25
BS350 Strategic Marketing			25
BS354 International Marketing OR			
BS318 E-Public Relations (Sydney only) OR			
BS399 Social Media (Fremantle only) OR			
BS323 Services Marketing			25
			225
Bachelor of Communication and Media Degree Units			
CO106 Media and Society			25
CO305 Media Ethics and Law			25
Plus			
10 additional Communications and Media units			25 (each)
			250

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1 Internship		
BS390 Business Internship	25	25
Total Credit Points		825