



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 COMMUNICATIONS  
AND MEDIA**  
BMktg&PR/BComnMed

**PROGRAM CODE: 3375**

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 and 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, 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.	Associate Dean, Fremantle
12	October 2017	Changes to Accounting Course (Fremantle) to align with Sydney campus	Associate Dean, Fremantle
13	January 2018	New course codes assigned	PVCA
14	January 2018	Edits as per UCAC memo 5/12/17	Associate Dean, SoB, Fremantle

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# 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 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 Courses

825 units of credit 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

- (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 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 Courses

There are no Special Interest courses in the Bachelor of Marketing and Public Relations component of this Award.

There are Special Interest courses in the Bachelor of Communications and Media component of this Award.

A maximum of seventy five (75) units of credit from the following 'special interest courses' may be accrued towards this Award (unless otherwise approved by the Dean), including up to fifty (50) units of credit (or two (2) courses) towards a Major in which the courses are approved.

- (i) AL301 Experience the World I
- (ii) AL302 Experience the World II
- (iii) AL303 Experience the World Study Tour
- (iv) AL380 Special Project
- (v) AL381 Special Project

Not all of these courses are available on each campus. Contact the School administration on your campus for information

### 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 BUSN3900 Business Internship.

### 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 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 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 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 (program code 3495).

**END OF REGULATIONS**



## 4 APPENDICES

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

				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	
BUSN2510	Marketing Research (Fremantle only) <b>OR</b>				
	BUSN2030 Business Research Methods (Sydney only)			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 <b>OR</b>				
	BUSN318 E-Public Relations (Sydney only) <b>OR</b>				
	BUSN399 Social Media (Fremantle only) <b>OR</b>				
	BUSN3230 services Marketing			25	<b>225</b>
<b>2 Compulsory Communication and Media Degree Courses</b>					
COMM1060	Media and Society			25	
COMM3050	Media Ethics and Law			25	<b>50</b>
<b>8 Communications and Media Major Courses</b>					<b>200</b>
- selected from a Major in Journalism <b>or</b> Film and Screen Production <b>or</b> Advertising					
<b>2 Communications and Media Electives</b>					<b>50</b>
<b>1 Internship</b>					
BUSN3900	Business Internship			25	<b>25</b>
<b>Total Units of Credit</b>					<b>825</b>