



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

# **PROGRAM REGULATIONS**

## **SCHOOL OF ARTS AND SCIENCES**

**BACHELOR OF COMMUNICATIONS AND  
MEDIA/BACHELOR OF MARKETING AND PUBLIC  
RELATIONS**

**BComnMedBMktg&PR**

**PROGRAM CODE: 3365**

THESE PROGRAM REGULATIONS ARE EFFECTIVE FROM 1 1 2018

## SCHOOL OF ARTS AND SCIENCES

1. These Program Regulations apply to all students who are enrolled in this Award on the Sydney Campus.
2. The Dean is the responsible Executive of these Program Regulations.
3. The contact officer for this document is the Assistant Dean of Arts and Sciences, Sydney campus.

## MODIFICATION HISTORY

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

<b>Version</b>	<b>Date Amended</b>	<b>Modification Details</b>	<b>Name</b>
1	November 2014	Amendment to Regulations	Dean
2	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 Communications and Media/Bachelor of Marketing 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 Arts and Sciences 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 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 the Bachelor of Communications and Media/Bachelor of Marketing and Public Relations 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 Communications and Media/Bachelor of Marketing and Public Relations Award is available on the Sydney Campus only.

## 1.5 The Australian Qualifications Framework (AQF)

The Bachelor of Communications and Media Award is a Level 7 AQF qualification.

The Bachelor of Marketing 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 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

For the Bachelor of Communications and Media/Bachelor of Marketing and Public Relations Award Structure, refer to Appendix A.

This Award must contain 32 courses of 25 units of credit each. No more than 12 first year (1000 level) courses can be counted in this degree, including all core courses, except where the minimum requirements at 3.1.1 exceed this and only to the degree that the minimum requirements are met.

#### 3.1.1 Compulsory Courses

- (i) Four (4) required courses, being:
  - ARTS1000 Academic Writing, Communication and Research
  - Seventy five (75) credit points worth of Core Curriculum courses as specified in the General Regulations of the University.
- (ii) Two (2) Communications and Media core courses:
  - COMM1060 Media and Society
  - COMM3050 Media Ethics and Law
- (iii) Plus seven (7) Business Foundation courses
  - BUSN1000 Economics
  - BUSN1030 Quantitative Methods for Business
  - BUSN1060 Business Information Technology
  - BUSN1110 Accounting for Business
  - BUSN1060 Principles of Management
  - BUSN1220 Principles of Marketing
  - BUSN2400 Business Law
- (iv) Plus nine (9) required Marketing and Public Relations courses from the School of Business as follows:
  - BUSN2050 Advertising and Promotion
  - BUSN2090 Public Relations Writing
  - BUSN2030 Business Research Methods
  - BUSN2520 Consumer Behaviour
  - BUSN2580 Introduction to Public Relations
  - BUSN3350 Issues and Crisis Management
  - BUSN3370 Corporate Public Relations
  - BUSN3500 Strategic Marketing
  - BUSN3540 International Marketing **OR** BUSN3230 Services Marketing

#### 3.1.2 Elective Courses

There are Elective course(s) within this Award. Students must complete ten (10) Communications and Media Electives that must be used to form an eight (8) course Communications and Media Major. See below for details.

#### 3.1.3 Majors and Double Majors

A Major in one of the following Communications and Media areas must be completed:

- Advertising
- Film and Screen Production
- Journalism

There are no Majors available within the Bachelor of Marketing and Public Relations component of 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 Communications and Media/Bachelor of Marketing and Public Relations.

### **3.3 Practicum or Internship requirements**

Whilst Practicums or Internships are not compulsory in this Award a student may elect to undertake an internship within this degree, including such courses as COMM3008 Communications Internship and BUSN3900 Business Internship. Such additional courses, however, must be taken as an overload by the student in addition to their 32 required courses listed at 3.1.1.

### **3.4 Approved Course substitutions**

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

### **3.5 Alternative Pathways**

Alternative pathways are not applicable for to this Award.

### **3.6 Volume of Learning**

#### **3.6.1 Standard Duration**

- (a) The standard duration for the Bachelor of Communications and Media/Bachelor of Marketing and Public Relations Award is four (4) 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 Communications and Media/Bachelor of Marketing and Public Relations Award.

#### **3.6.3 Maximum Duration**

The maximum period of time within which a student is permitted to complete the Bachelor of Communications and Media/Bachelor of Marketing 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 Communications and Media/Bachelor of Marketing 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**

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). The Bachelor of the Bachelor of Marketing and Public Relations component of this Award is not offered with Honours.

**END OF REGULATIONS**





**APPENDIX A:**

		<b>Units of Credit</b>
• <b>4 Core Curriculum Courses</b>		
ARTS1000 Academic Writing, Communication and Research	25	
CORE1001 Logos I	25	
CORE1002 Logos II	25	
CORE1003 Logos III	25	100
• <b>Two (2) compulsory Communications and Media courses</b>		
COMM1060 Media and Society	25	
COMM3050 Media Ethics and Law	25	50
• <b>Ten (10) elective Communications and Media courses</b>		250
• <b>Seven (7) Business Foundation Courses</b>		
BUSN1000 Economics	25	
BUSN1030 Quantitative Methods for Business	25	
BUSN1060 Business Information Technology	25	
BUSN1110 Accounting for Business	25	
BUSN1060 Principles of Management	25	
BUSN1220 Principles of Marketing	25	
BUSN2400 Business Law	25	175
• <b>Nine (9) required Marketing and Public Relations courses from the School of Business</b>		
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	
BUSN3350 Issues and Crisis Management	25	
BUSN3370 Corporate Public Relations	25	
BUSN3500 Strategic Marketing	25	
BUSN3540 International Marketing	25	
<b>OR</b> BUSN3230 Services Marketing	25	225
		<b>TOTAL 800 units of credit</b>