



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

COURSE REGULATIONS

SCHOOL OF ARTS AND SCIENCES

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

BComnMedBMktg&PR

COURSE CODE: 3365

SCHOOL OF ARTS AND SCIENCES

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

MODIFICATION HISTORY

- 1. These Course Regulations are effective from 1 January 2015.

Version	Date Amended	Modification Details	Name
	November 2014	Amendment to Regulations	Dean

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1 INTRODUCTION AND INTERPRETATION

1.1 Introduction

These Course 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 units of 25 credit points each. No more than 12 first year (100 level) units can be counted in this degree, including all core units, 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 Units

- (i) Four (4) required units, being:
 - AL100 Academic Writing, Communication and Research
 - Seventy five (75) credit points worth of Core Curriculum units as specified in the General Regulations of the University.
- (ii) Two (2) Communications and Media core units:
 - CO231 Media and Society
 - CO305 Media Ethics and Law
- (iii) Plus seven (7) Business Foundation units
 - BS100 Economics
 - BS103 Quantitative Methods for Business
 - BS106 Business Information Technology
 - BS111 Accounting for Business
 - BS106 Principles of Management
 - BS122 Principles of Marketing
 - BS240 Business Law
- (iv) Plus nine (9) required Marketing and Public Relations units from the School of Business as follows:
 - BS205 Advertising and Promotion
 - BS209 Public Relations Writing
 - BS203 Business Research Methods
 - BS252 Consumer Behaviour
 - BS258 Introduction to Public Relations
 - BS335 Issues and Crisis Management
 - BS337 Corporate Public Relations
 - BS350 Strategic Marketing BS354 International Marketing **OR** BS323 Services Marketing

3.1.2 Elective Units

There are Elective unit(s) within this Award. Students must complete ten (10) Communications and Media Electives that must be used to form an eight (8) unit 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 Units

There are no special interest units 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 units as CO3008 Communications Internship and BS390 Business Internship. Such additional units, however, must be taken as an overload by the student in addition to their 32 required units listed at 3.1.1.

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 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 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

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:

	Credit Points
• 4 Core Curriculum Units	
AL100 Academic Writing, Communication and Research	25
PT101 Logos I	25
PT102 Logos II	25
PT103 Logos III	25
	100
• Two (2) compulsory Communications and Media units	
CO231 Media and Society	25
CO305 Media Ethics and Law	25
	50
• Ten (10) elective Communications and Media units	250
• Seven (7) Business Foundation Units	
BS100 Economics	25
BS103 Quantitative Methods for Business OR	
RM100 Introduction to Research Methods	25
BS106 Business Information Technology	25
BS111 Accounting for Business	25
BS106 Principles of Management	25
BS122 Principles of Marketing	25
BS240 Business Law	25
	175
• Nine (9) required Marketing and Public Relations units from the School of Business	
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
BS335 Issues and Crisis Management	25
BS337 Corporate Public Relations	25
BS350 Strategic Marketing	25
BS354 International Marketing	25
OR BS323 Services Marketing	25
	225
	TOTAL 800 credit points