



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**
BMPR

COURSE CODE: 3213

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 20146

Version	Date Amended	Modification Details	Name
1	June, 2009	Amendments to course regulations	Dean
2	October, 2009	Amendments to course regulations	Dean
3	June, 2010	Amendments to course regulations	Dean
4	July, 2011	Amendments to course regulations	Dean
5	June, 2013	Amendments to course regulations	Dean
6	December, 2013	Regulations transferred to new template	Dean
7	November, 2014	References to MPR 'Honours' changed to 'not offered'	Associate Dean, Fremantle
8	December, 2014	Corrections applied post UCAC as per memo specifically 3.4 and 3.3 to include internship hours	Associate Dean, Fremantle
9	July 2015	BS399 Social Media (Fremantle only), name change to BS205	Associate Dean, Fremantle

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1 INTRODUCTION AND INTERPRETATION

1.1 Introduction

These Course Regulations apply to all students enrolled in the 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 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 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 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.

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 Marketing and Public Relations Award Structure, refer to Appendix A.

3.1.1 Compulsory Units

575 credit points from units as detailed in Appendix A.

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 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 this Award.

3.3 Practicum or Internship requirements

Students are to complete BS390 Business Internship which includes a minimum of 150 hours of practicum. However, students in the Major in Sport and Recreation Management complete the HPE2503 Sport and Recreation Management Industry Practicum II instead of BS390 Business Internship, which also includes 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 Marketing 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

(a) An accelerated mode is not available for the 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 Marketing and Public Relations Award is eight (including any periods of approved leave of absence or AWOL) from the date on which they were first accepted into the course by the University.

3.7 Graduation

Where a student has satisfied all the requirements of the 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

The Bachelor of Marketing and Public Relations Award is not offered with Honours.

END OF REGULATIONS



4 APPENDICES

APPENDIX A: Bachelor of Marketing and Public Relations

	# Credit Points	Totals
3 Core Curriculum Units		
<u>Fremantle</u>		
PH100 Introduction to Philosophy		
ET100 Ethics		
TH101 Introduction to Theology		
<u>Sydney</u>		
PT101 Logos 1	25	
PT102 Logos II	25	
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>		
11 Marketing and Public Relations Degree Units		
BS200 Events Management	25	
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	
BS318 E-Public Relations (Sydney only) OR BS399 Social Media (Fremantle only)	25	
BS335 Issues and Crisis Management	25	
BS337 Corporate Public Relations	25	
BS350 Strategic Marketing	25	
BS354 International Marketing	25	275
1 Marketing or Public Relations Elective (25 Credit Points to be selected from)		
BS323 Services Marketing (preferred elective)	25	
BS368 Change Management	25	
BS369 Innovation and Entrepreneurship (or as recommended by the course coordinator)	25	25
1 Internship		
BS390 Business Internship	25	25
Total Credit Points		600