



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**  
**BMPR**

**PROGRAM CODE: 3213**

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	June, 2009	Amendments to program regulations	Dean
2	October, 2009	Amendments to program regulations	Dean
3	June, 2010	Amendments to program regulations	Dean
4	July, 2011	Amendments to program regulations	Dean
5	June, 2013	Amendments to program 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
10	October 2017	Changes to Accounting course (Fremantle) to align with Sydney campus	Associate Dean, Fremantle
1	January 2018	New course codes assigned	PVCA

# TABLE OF CONTENTS

---

<b>1</b>	<b>INTRODUCTION AND INTERPRETATION</b> .....	<b>4</b>
1.1	INTRODUCTION.....	4
1.2	INTERPRETATION .....	4
1.3	AMENDMENTS MADE TO PROGRAM REGULATIONS.....	4
1.4	APPLICABILITY TO CAMPUSES OF THE UNIVERSITY.....	4
1.5	THE AUSTRALIAN QUALIFICATIONS FRAMEWORK (AQF) .....	4
<b>2</b>	<b>ENTRY CRITERIA</b> .....	<b>5</b>
2.1	GENERAL CRITERIA .....	5
2.2	ADDITIONAL ENTRY REQUIREMENTS / PRE-REQUISITES .....	5
2.3	EXTERNAL ACCREDITATION REQUIREMENTS .....	5
<b>3</b>	<b>AWARD REQUIREMENTS</b> .....	<b>6</b>
3.1	STRUCTURE .....	6
3.2	SPECIAL AWARD REQUIREMENTS .....	6
3.3	PRACTICUM OR INTERNSHIP REQUIREMENTS .....	6
3.4	APPROVED COURSE SUBSTITUTIONS .....	6
3.5	ALTERNATIVE PATHWAYS .....	6
3.6	VOLUME OF LEARNING .....	6
3.7	GRADUATION.....	6
3.8	EXIT AWARDS .....	7
3.9	HONOURS .....	7
<b>4</b>	<b>APPENDICES</b> .....	<b>8</b>

# 1 INTRODUCTION AND INTERPRETATION

## 1.1 Introduction

These Program 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 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 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 Courses**

575 units of credit from courses as detailed in Appendix A.

##### **3.1.2 Elective Courses**

There are Elective courses within this Award. 25 units of credit from courses 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 Courses**

There are no Special Interest courses 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 BUSN3900 Business Internship which includes a minimum of 150 hours of practicum.

#### **3.4 Approved Course substitutions**

Course 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 program 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 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 Marketing and Public Relations Award is not offered with Honours.

**END OF REGULATIONS**



## 4 APPENDICES

### APPENDIX A: Bachelor of Marketing and Public Relations

				#		
				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<sup>1</sup></b>						
BUSN1000	Economics			25		
BUSN1030	Quantitative Methods for Business			25		
BUSN1050	Business Communication		*	25		
BUSN1060	Business Information Technology			25		
BUSN1110	Accounting for Business			25		
BUSN1220	Principles of Marketing		*	25		
BUSN1600	Principles of Management			25		
BUSN2400	Business Law			25		<b>200</b>
<sup>1</sup> * indicates this Foundation Course is part of the Major						
<b>11 Marketing and Public Relations Degree Courses</b>						
BUSN2000	Events Management			25		
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		
BUSN3180	E-Public Relations (Sydney only) <b>OR</b>					
BUSN3990	Social Media (Fremantle only)			25		
BUSN3350	Issues and Crisis Management			25		
BUSN3370	Corporate Public Relations			25		
BUSN3500	Strategic Marketing			25		
BUSN3540	International Marketing			25		<b>275</b>
<b>1 Marketing or Public Relations Elective (25 Units of Credit to be selected from)</b>						
BUSN3230	Services Marketing (preferred elective)			25		
BUSN3680	Change Management			25		
BUSN3690	Innovation and Entrepreneurship			25		<b>25</b>
(or as recommended by the Program coordinator)						
<b>1 Internship</b>						
BUSN3900	Business Internship			25		<b>25</b>
<b>Total Units of Credit</b>						<b>600</b>