



# **PROGRAM REGULATIONS**

## **SCHOOL OF BUSINESS**

**BACHELOR OF MARKETING AND PUBLIC  
RELATIONS / BACHELOR OF ARTS**

**BMktg&PR/BA**

**PROGRAM CODE:**

**3329**

**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
9	July 2015	New course BS399 Social Media (Fremantle only), name change to BS205 and BS209	Associate Dean, Fremantle
10	October 2017	Changes to Accounting course (Fremantle) to align with Sydney campus	Associate Dean, Fremantle
11	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	7
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 this 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 / Bachelor of Arts 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 Arts 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

Refer to Award structure in Appendix A. Bachelor of Marketing and Public Relations / Bachelor of Arts

##### 3.1.1 Compulsory Courses

550 credit points from courses as detailed in Appendices.

200 credit points from Arts Major as detailed in the School of Arts and Sciences Majors and Minors lists (available on the University website).

##### 3.1.2 Elective Courses

There are Elective unit(s) within this Award.

100 units of credit from courses as published in the School of Arts and Sciences Majors and Minors lists (available on the University website).

##### 3.1.3 Majors and Double Majors

(a) There are no Majors available within the Bachelor of Marketing and Public Relations component of the degree.

(b) All students enrolled in the Bachelor of Arts component of this degree must complete one of the eight course first Majors available in the Bachelor of Arts (see those program regulations) and in accordance with General Regulations.

(c) Courses which are required or which are eligible for the Bachelor of Arts Majors are published by the Schools of Arts and Sciences as Majors and Minors lists. These are available on the University's website.

##### 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 the Bachelor of Marketing and Public Relations component of the Award.

There are Special Interest courses available in the Bachelor of Arts component of the Award.

#### 3.2 Special Award Requirements

There are no special award requirements in the Bachelor of Marketing and Public Relations / Bachelor of Arts.

#### 3.3 Practicum or Internship requirements

Students are to complete BUSN3900 Business Internship.

#### 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 / Bachelor of Arts Award is 4.3 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 Arts Award.
- (b) Students are not able to enrol in the accelerated model on a part-time basis.

### **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 Arts 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 Arts 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 component of the Double Degree Award **is not** offered with Honours.

The Bachelor of Arts component of the Double Degree Award **is** offered with Honours.

Details about Honours in the Bachelor of Arts are provided in the Bachelor of Arts (Honours) Award Regulations (program code 3493).

## **END OF REGULATIONS**



## 4 APPENDICES

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

				#		
				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		
BUSN1100	Accounting (Fremantle only) <b>OR</b>					
	BUSN1110 Accounting for Business (Sydney only)			25		
BUSN1220	Principles of Marketing		*	25		
BUSN1600	Principles of Management			25		
BUSN2400	Business Law			25		<b>200</b>
<i><sup>1</sup>* indicates this Foundation Course is part of the Major</i>						
<b>10 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		
BUSN3350	Issues and Crisis Management			25		
BUSN3370	Corporate Public Relations			25		
BUSN3500	Strategic Marketing			25		
BUSN3540	International Marketing <b>OR</b>					
	BUSN3180 E-Public Relations (Sydney only) <b>OR</b>					
	BUSN3990 Social Media (Fremantle only) <b>OR</b>					
	BUSN3230 Services Marketing			25		<b>250</b>
<b>Bachelor of Arts Degree Courses</b>						
	8 x 25 Units of Credit from the Arts Major			200		
	4 x 25 Units of Credit Arts elective Courses			100		<b>300</b>
<b>1 Internship</b>						
BUSN3900	Business Internship			25		<b>25</b>
<b>Total Units of Credit</b>						<b>850</b>