

Y99 – Bachelor of Marketing, Advertising and Public Relations

Admission criteria

Standard University admission requirements apply to all courses at ECU. Some courses have special admission requirements which are published against the course entries on the University Future Students web site.

Essential Requirements for Admission

There are no additional essential requirements for admission to this course.

Student profile

The table below gives an indication of the likely peer cohort for new students in this course. It provides data on students who commenced in this course in the most relevant recent intake period, including those admitted through all offer rounds and international students studying in Australia.

Applicant background	Semester 1, 2025	
	Number of students	Percentage of all students
(A) Higher education study (includes a bridging or enabling course)	8	21.05%
(B) Vocational education and training (VET) study	<5	<5
(C) Recent secondary education: - Admitted solely on the basis of ATAR (regardless of whether this includes the impact of adjustment factors such as equity or subject adjustments) - Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, extra test, early offer conditional on minimum ATAR) - Admitted on the basis of other criteria only and ATAR was <u>not</u> a factor (e.g. special consideration, audition alone, schools recommendation scheme with no minimum ATAR requirement)	8	21.05%
	N/A	N/A
	15	39.47%
(D) Work and life experience (Admitted on the basis of previous achievement other than the above)	<5	<5
International students	<5	<5
All students	38	100.00%

Notes: "<5" – the number of students is less than 5.

N/A – Students not accepted in this category.

N/P – Not published: the number is hidden to prevent calculation of numbers in cells with less than 5 students.

ATAR-related adjustments

Eligible students from identified Western Australian schools will receive an automated ATAR adjustment of up to 10 selection ranks to support the entry of students from areas with educational disadvantage:

- Eligible students with an ATAR of 60 to 69.95 will receive a selection rank adjustment to 70; and
- Eligible students with an ATAR of 70 and above will receive a selection rank adjustment of 5 to a maximum ATAR of 90.

ATAR and selection rank profile for those offered places wholly or partly on the basis of ATAR in semester 1, 2025

(ATAR-based offers only, across all offer rounds)	ATAR (Excluding adjustment factors)	Selection Rank (ATAR plus any adjustment factors)
Highest rank to receive an offer	88.40	90.00
Median rank to receive an offer	73.55	75.03
Lowest rank to receive an offer	61.10	70.00

Notes: "<5" – indicates less than 5 ATAR-based offers were made
N/A – No students accepted in this category.

Where to get further information

- For further information see [ECU Future Students](#)
- School leavers must submit applications for semester 1 entry to the [Tertiary Institution Service Centre \(TISC\)](#)
- The [Australian Qualifications Framework \(AQF\)](#) is the national policy for regulated qualifications in Australian education and training.

The Australian Government's [Quality Indicators for Learning and Teaching \(QILT\) website](#) helps prospective students compare universities around Australia.