

# Master of PR and Advertising 8281 - Stream A

## Option 1: No Research Path



Term 3 2023 Commencing Students – 48uoc Specialisation (MDIAES)  
Choose from available proposed courses in each year

	Term 1	Term 2	Term 3
Year 1			MDIA5030 Brand Cultures (12 UOC)
			MDIA5031 Research in Practice (6UOC)

	Term 1	Term 2	Term 3
Year 2	MDIA5028 Critical Perspectives in Communication		

NOTES	This Sample Program is subject to term course offerings, & you should refer to the Handbook & adjust study plan in line with course availability <a href="https://www.handbook.unsw.edu.au/postgraduate/programs/2023/8281">https://www.handbook.unsw.edu.au/postgraduate/programs/2023/8281</a>
	Electives: IEST5005, IEST5022, IEST6910, LAWS8139, LAWS5141, MARK5813, MARK5814, MARK5820, MARK5828, MDIA5000, MDIA5001, MDIA5002, MDI A5003, MDIA5004, MDIA5005, MDIA5006, MDIA5007, MDIA5009, MDIA5011, MDIA5021, MDIA5022, MDIA5023, MDIA5024, MDIA5027, MDIA5029, MDIA5031, MDIA5032, MDIA5033, MDIA5100, SDES9204

# Master of PR and Advertising 8281 - Stream A

## Option 2: Research Path



Term 3 2023 Commencing Students – 48uoc Specialisation (MDIAES)  
Choose from available proposed courses in each year

	Term 1	Term 2	Term 3
Year 1			MDIA5031 Research in Practice (6 UOC)
			6 UOC Elective

	Term 1	Term 2	Term 3
Year 2	MDIA5028 Critical Perspectives in Communication	6 UOC Elective	MDIA5008 Media Research Project (12 UOC)
	ARTS5100 Research Methods (6 UOC)	6 UOC Elective	

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	Electives: IEST5005, IEST5022, IEST6910, LAWS8139, LAWS5141, MARK5813, MARK5814, MARK5820, MARK5828, MDIA5000, MDIA5001, MDIA5002, MDI A5003, MDIA5004, MDIA5005, MDIA5006, MDIA5007, MDIA5009, MDIA5011, MDIA5021, MDIA5022, MDIA5023, MDIA5024, MDIA5027, MDIA5029, MDIA5031, MDIA5032, MDIA5033, MDIA5100, SDES9204

# Master of PR and Advertising

## 8281 - Stream B

### Option 1: No Research Path

Term 3 2023 Commencing Students – 72uoc Specialisation (MDIAFS)

Choose from available proposed courses in each year

Art, Design & Architecture

# Master of PR and Advertising 8281 - Stream B Option 2: Research Path



Term 3 2023 Commencing Students – 72uoc Specialisation (MDIAFS)  
Choose from available proposed courses in each year

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# Master of PR and Advertising

## 8281 - Stream C

### Option 1: No Research Path

Term 3 2023 Commencing Students – 96uoc Specialisation (MDIAJS)  
Choose from available proposed courses in each year

# Master of PR and Advertising

## 8281 - Stream C

### Option 2: Research Path

Term 3 2023 Commencing Students – 96uoc Specialisation (MDIAJS)

Choose from available proposed coursesme sation