

Master of PR and Advertising 8281 – Research Pathway



Term 3 2024 Commencing Students – Stream C 96uoc (MDIAIS) – Research Pathway

Year 1	Term 3	Year 2	Term 1	Term 2	Term 3	Year 3	Term 1	Term 2
	MDIA5031 Research in Practice		MDIA5028 Critical Perspectives in Communication	PR & A Cognate Core Course	MDIA5030 Brand Cultures (12uoc)		^ARTS5100 Research Methods	^MDIA5008 Media Research Project (12uoc)
	PR & A Cognate Core Course*		PR & A Cognate Core Course	PR & A Cognate Core Course			Prescribed Elective	
PR & A Cognate Core Course	PR & A Cognate Core Course	Prescribed Elective	Prescribed Elective					

<https://www.handbook.unsw.edu.au/postgraduate/programs/2024/8281>

- ^Students may decide to undertake an Advanced Disciplinary Research Pathway (18 UOC) instead of the Practice pathway and must complete:
 - o ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective
 - o MDIA5008 Media Research Project instead of 12 UOC PR & A prescribed electives
 - o Refer to Handbook for List of Prescribed Electives
- *Note students must complete at least 12 UOC PR&A cognate core course requirements before you can enrol in Advanced Disciplinary courses MDIA5028 & MDIA5030
- See list of Cognate Core Courses by term offering below:

Term 1	Term 2	Term 3
<ul style="list-style-type: none"> • MDIA5001 Writing for Media • MDIA5021 Advertising and Creativity • MDIA5023 Public Relations Theory and Practice 	<ul style="list-style-type: none"> • MDIA5000 Understanding Contemporary Media • MDIA5004 Media Relations • MDIA5024 Communication Strategies • MDIA5029 Advertising Theory and Practice • MDIA5032 From Text to Talk: Finding Your Voice 	<ul style="list-style-type: none"> • MDIA5003 Social Media Campaigning • MDIA5022 Organisational Communication • MDIA5027 Understanding Digital Cultures

Master of PR and Advertising 8281 – Practice Pathway

Term 3 2024 Commencing Students – Stream C 96uoc (MDIAIS) – Practice Pathway

Master of PR and Advertising 8281 – Research Pathway

Term 3 2024 Commencing Students – Stream B 72uoc (MDIAFS) – Research Pathway

Master of PR and Advertising 8281 – Practice Pathway

Term 3 2024 Commencing Students –

Faculty of Arts, Design & Architecture

Master of PR and Advertising 8281 – Research Pathway



Term 3 2024 Commencing Students – Stream A 48uoc (MDIAES) – Research Pathway

NOTES	<p>This Sample Program is subject to term course offerings, please see the Handbook and adjust study plan in line with course availability https://www.handbook.unsw.edu.au/postgraduate/programs/2024/8281</p>
	<p>• ^ Students may decide.</p>

Faculty of Arts, Design & Architecture

Master of PR and Advertising

8281 – Practice Pathway



Term 3 2024 Commencing Students – Stream A 48uoc (MDIAES) – Practice Pathway

NOTES	<p>This Sample Program is subject to term course offerings, please see the Handbook and adjust study plan in line with course availability https://www.handbook.unsw.edu.au/postgraduate/programs/2024/8281</p> <ul style="list-style-type: none">• ^Students may decide to undertake an Advanced Disciplinary Research Pathway (18 UOC) instead of the Practice pathway and must complete:<ul style="list-style-type: none">o
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