

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	6 UOC Elective	
	6 UOC Elective	6 UOC Elective	
	6 UOC Elective		

NOTES	<p>This Sample Program is subject to term course offerings, & you should refer to the Handbook & adjust study plan in line with course availability https://www.handbook.unsw.edu.au/postgraduate/programs/2023/8281</p>
	<p>Electives: IEST5005, IEST5022, IEST6910, LAWS8139, LAWS5141, MARK5813, MARK5814, MARK5820, MARK5828, MDIA5000, MDIA5001, MDIA5002, MDIA5003, MDIA5004, MDIA5005, MDIA5006, MDIA5007, MDIA5009, MDIA5011, MDIA5021, MDIA5022, MDIA5023, MDIA5024, MDIA5027, MDIA5029, MDIA5031, MDIA5032, MDIA5033, MDIA5100, SDES9204</p>

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	

NOTES	<p>This Sample Program is subject to term course offerings, & you should refer to the Handbook & adjust study plan in line with course availability https://www.handbook.unsw.edu.au/postgraduate/programs/2023/8281</p> <p>Electives: IEST5005, IEST5022, IEST6910, LAWS8139, LAWS5141, MARK5813, MARK5814, MARK5820, MARK5828, MDIA5000, MDIA5001, MDIA5002, MDIA5003, MDIA5004, MDIA5005, MDIA5006, MDIA5007, MDIA5009, MDIA5011, MDIA5021, MDIA5022, MDIA5023, MDIA5024, MDIA5027, MDIA5029, MDIA5031, MDIA5032, MDIA5033, MDIA5100, SDES9204</p>
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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

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

	Term 1	Term 2	Term 3
Year 2	MDIA5028 Critical Perspectives in Communication	6 UOC Cognate Course	MDIA5030 Brand Cultures (12 UOC)
	6 UOC Cognate Course	6 UOC Elective	

	Term 1	Term 2	Term 3
Year 3	6 UOC Elective		
	6 UOC Elective		
	6 UOC Elective		

NOTES	This Sample Program is subject to term course offerings, & you should refer to the Handbook & adjust study plan in line with course availability https://www.handbook.unsw.edu.au/postgraduate/programs/2023/8281		
		<p>Cognate Course: MDIA5000, MDIA5001, MDIA5003, MDIA5004, MDIA5021, MDIA5022, MDIA5023, MDIA5024, MDIA5027, MDIA5029, MDIA3032</p> <p>Electives: IEST5005, IEST5022, IEST6910, LAWS8139, LAWS5141, MARK5813, MARK5814, MARK5820, MARK5828, MDIA5000, MDIA5001, MDIA5002, MDIA5003, MDIA5004, MDIA5005, MDIA5006, MDIA5007, MDIA5009, MDIA5011, MDIA5021, MDIA5022, MDIA5023, MDIA5024, MDIA5027, MDIA5029, MDIA5032, MDIA5033, MDIA5100, SDES9204</p>	

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

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

	Term 1	Term 2	Term 3
Year 2	MDIA5028 Critical Perspectives in Communication	6 UOC Cognate Course	MDIA5030 Brand Cultures (12 UOC)
	ARTS5100 Research Methods (6 UOC)	6 UOC Elective OR MDIA5008 Media Research Project (12UOC)	
	6 UOC Cognate Course		

	Term 1	Term 2	Term 3
Year 3	MDIA5008 Media Research Project (12 UOC) <i>(If not completed in T2)</i>		
	OR 2 x 6UOC Cognate Courses (12 UOC)		

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	Cognate Course: MDIA5000, MDIA5001, MDIA5003, MDIA5004, MDIA5021, MDIA5022, MDIA5023, MDIA5024, MDIA5027, MDIA5029, MDIA3032
	Electives: IEST5005, IEST5022, IEST6910, LAWS8139, LAWS5141, MARK5813, MARK5814, MARK5820, MARK5828, MDIA5000, MDIA5001, MDIA5002, MDIA5003, MDIA5004, MDIA5005, MDIA5006, MDIA5007, MDIA5009, MDIA5011, MDIA5021, MDIA5022, MDIA5023, MDIA5024, MDIA5027, MDIA5029, MDIA5032, MDIA5033, MDIA5100, SDES9204

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

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

	Term 1	Term 2	Term 3
Year 2	MDIA5028 Critical Perspectives in Communication	6 UOC Cognate Course	MDIA5030 Brand Cultures (12 UOC)
	6 UOC Cognate Course	6 UOC Cognate Course	
	6 UOC Elective	6 UOC Cognate Course	

	Term 1	Term 2	Term 3
Year 3	6 UOC Elective	6 UOC Elective	
	6 UOC Elective	6 UOC Elective	
	6 UOC Elective		

NOTES	This Sample Program is subject to term course offerings, & you should refer to the Handbook & adjust study plan in line with course availability https://www.handbook.unsw.edu.au/postgraduate/programs/2023/8281
	Cognate Course: MDIA5000, MDIA5001, MDIA5003, MDIA5004, MDIA5021, MDIA5022, MDIA5023, MDIA5024, MDIA5027, MDIA5029, MDIA3032
	Electives: IEST5005, IEST5022, IEST6910, LAWS8139, LAWS5141, MARK5813, MARK5814, MARK5820, MARK5828, MDIA5000, MDIA5001, MDIA5002, MDIA5003, MDIA5004, MDIA5005, MDIA5006, MDIA5007, MDIA5009, MDIA5011, MDIA5021, MDIA5022, MDIA5023, MDIA5024, MDIA5027, MDIA5029, MDIA5032, MDIA5033, MDIA5100, SDES9204

Master of PR and Advertising

8281 - Stream C

Option 2: Research Path



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

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

	Term 1	Term 2	Term 3
Year 2	MDIA5028 Critical Perspectives in Communication	6 UOC Cognate Course	MDIA5030 Brand Cultures (12 UOC)
	6 UOC Cognate Course	6 UOC Cognate Course	
	6 UOC Elective	6 UOC Elective	

	Term 1	Term 2	Term 3
Year 3	6 UOC Cognate Course	MDIA5008 Media Research Project (12 UOC)	
	ARTS5100 Research Methods (6 UOC)		
	6 UOC Elective		

NOTES	<p>This Sample Program is subject to term course offerings, & you should refer to the Handbook & adjust study plan in line with course availability https://www.handbook.unsw.edu.au/postgraduate/programs/2023/8281</p> <p>Cognate Course: MDIA5000, MDIA5001, MDIA5003, MDIA5004, MDIA5021, MDIA5022, MDIA5023, MDIA5024, MDIA5027, MDIA5029, MDIA3032</p> <p>Electives: IEST5005, IEST5022, IEST6910, LAWS8139, LAWS5141, MARK5813, MARK5814, MARK5820, MARK5828, MDIA5000, MDIA5001, MDIA5002, MDIA5003, MDIA5004, MDIA5005, MDIA5006, MDIA5007, MDIA5009, MDIA5011, MDIA5021, MDIA5022, MDIA5023, MDIA5024, MDIA5027, MDIA5029, MDIA5032, MDIA5033, MDIA5100, SDES9204</p>
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