

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					

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>

- ^Students may decide to undertake an Advanced Disciplinary Research Pathway (18 UOC) instead of the Practice pathway and must complete:
 - ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective
 - MDIA5008 Media Research Project instead of 12 UOC PR & A prescribed electives
 - 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:

NOTES	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

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	MDIA5031 Research in Practice		MDIA5028 Critical Perspectives in Communication	PR & A Cognate Core Course	MDIA5030 Brand Cultures (12uoc)		^Prescribed Elective	^Prescribed Elective
	PR & A Cognate Core Course*		PR & A Cognate Core Course	PR & A Cognate Core Course			Prescribed Elective	^Prescribed Elective
PR & A Cognate Core Course	PR & A Cognate Core Course	Prescribed Elective		Prescribed Elective				

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Master of PR and Advertising 8281 – Research Pathway



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

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

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	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 B 72uoc (MDIAFS) – Practice Pathway

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

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Master of PR and Advertising

8281 – Research Pathway



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

	Term 3	Term 1	Term 2
Year 1	^MDIA5031 Research in Practice	^ARTS5100 Research Methods	^MDIA5008 Media Research Project (12uoc)
	^Prescribed Elective	MDIA5028 Critical Perspectives in Communication	
	^Prescribed Elective	Prescribed Elective	

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		<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"> ○ ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective ○ MDIA5031 Research in Practice (T3) instead of 6 UOC PR & A prescribed elective ○ MDIA5008 Media Research Project instead of 12 UOC MDIA5030 Brand Cultures ○ Students undertaking the research pathway may also choose to undertake 12 UOC MDIA5030 Brand Cultures (T3) as an option in lieu of 12uoc prescribed electives • Refer to Handbook for List of Prescribed Electives

Master of PR and Advertising 8281 – Practice Pathway



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

Year 1	Term 3	Year 2	Term 1	Term 2
	^MDIA5030 Brand Cultures (12uoc)		MDIA5028 Critical Perspectives in Communication	^Prescribed Elective
			^Prescribed Elective	^Prescribed Elective
^Prescribed Elective	Prescribed Elective			

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	<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"> ○ MDIA5031 Research in Practice (T3) instead of 6 UOC PR & A prescribed elective ○ ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective ○ MDIA5008 Media Research Project instead of 12 UOC MDIA5030 Brand Cultures • Refer to Handbook for List of Prescribed Electives