

# Master of PR and Advertising 8281 – Research Pathway



## Term 2 2024 Commencing Students – Stream C 96uoc (MDIAIS) – Research Pathway

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

NOTES	<p>This Sample Program is subject to term course offerings, please see the Handbook and adjust study plan in line with course availability <a href="https://www.handbook.unsw.edu.au/postgraduate/programs/2024/8281">https://www.handbook.unsw.edu.au/postgraduate/programs/2024/8281</a></p> <ul style="list-style-type: none"> <li>^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"> <li>ARTS5100 Research Methods (T1) instead of 6 UOC PR &amp; A prescribed elective</li> <li>MDIA5008 Media Research Project instead of 12 UOC PR &amp; A prescribed electives</li> <li>Refer to Handbook for List of Prescribed Electives</li> </ul> </li> <li>*Note students must complete at least 12 UOC PR&amp;A cognate core course requirements before you can enrol in Advanced Disciplinary courses MDIA5028 &amp; MDIA5030</li> <li>See list of PR &amp; A Cognate Core Courses by term offering below:</li> </ul>		
	Term 1	Term 2	Term 3
	<ul style="list-style-type: none"> <li>MDIA5001 Writing for Media</li> <li>MDIA5021 Advertising and Creativity</li> <li>MDIA5023 Public Relations Theory and Practice</li> </ul>	<ul style="list-style-type: none"> <li>MDIA5000 Understanding Contemporary Media</li> <li>MDIA5004 Media Relations</li> <li>MDIA5024 Communication Strategies</li> <li>MDIA5029 Advertising Theory and Practice</li> <li>MDIA5032 From Text to Talk: Finding Your Voice</li> </ul>	<ul style="list-style-type: none"> <li>MDIA5003 Social Media Campaigning</li> <li>MDIA5022 Organisational Communication</li> <li>MDIA5027 Understanding Digital Cultures</li> </ul>

# Master of PR and Advertising 8281 – Practice Pathway



## Term 2 2024 Commencing Students – Stream C 96uoc (MDIAIS) – Practice Pathway

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

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

# Master of PR and Advertising 8281 – Research Pathway



## Term 2 2024 Commencing Students – Stream B 72uoc (MDIAFS) – Research Pathway

	Term 2	Term 3		Term 1	Term 2	Term 3
Year 1	PR & A Cognate* Core Course	MDIA5031 Research in Practice	Year 2	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		
	PR & A Cognate Core Course	Prescribed Elective				

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

# Master of PR and Advertising

## 8281 – Practice Pathway



### Term 2 2024 Commencing Students – Stream B 72uoc (MDIAFS) – Practice Pathway

	Term 2	Term 3
Year 1	PR & A Cognate Core Course*	MDIA5031 Research in Practice
	PR & A Cognate Core Course	PR & A Cognate Core Course
	PR & A Cognate Core Course	Prescribed Elective

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

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	<ul style="list-style-type: none"> <li>^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"> <li>ARTS5100 Research Methods (T1) instead of 6 UOC PR &amp; A prescribed elective</li> <li>MDIA5008 Media Research Project instead of 12 UOC PR &amp; A prescribed electives</li> <li>Refer to Handbook for List of Prescribed Electives</li> </ul> </li> <li>**For Year 3 Term 3 - It may be possible that the required courses could be taken in an earlier term with UOC availability to shorten program duration</li> <li>Note students must complete at least 12 UOC PR&amp;A cognate core course requirements before you can enrol in Advanced Disciplinary courses MDIA5028 &amp; MDIA5030</li> <li>See list of PR &amp; A Cognate Core Courses by term offering below:</li> </ul>		
	Term 1	Term 2	Term 3
<ul style="list-style-type: none"> <li>MDIA5001 Writing for Media</li> <li>MDIA5021 Advertising and Creativity</li> <li>MDIA5023 Public Relations Theory and Practice</li> </ul>	<ul style="list-style-type: none"> <li>MDIA5000 Understanding Contemporary Media</li> <li>MDIA5004 Media Relations</li> <li>MDIA5024 Communication Strategies</li> <li>MDIA5029 Advertising Theory and Practice</li> <li>MDIA5032 From Text to Talk: Finding Your Voice</li> </ul>	<ul style="list-style-type: none"> <li>MDIA5003 Social Media Campaigning</li> <li>MDIA5022 Organisational Communication</li> <li>MDIA5027 Understanding Digital Cultures</li> </ul>	

# Master of PR and Advertising 8281 – Research Pathway



## Term 2 2024 Commencing Students – Stream A 48uoc (MDIAES) – Research Pathway

Year 1	Term 2	Term 3
	Prescribed Elective	<sup>^</sup> MDIA5031 Research in Practice
	Prescribed Elective	Prescribed Elective

Year 2	Term 1	Term 2
	MDIA5028 Critical Perspectives in Communication	<sup>^</sup> MDIA5008 Media Research Project (12uoc)**
	<sup>^</sup> ARTS5100 Research Methods**	

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# Master of PR and Advertising 8281 – Practice Pathway



Term 2 2024 Commencing Students – Stream A 48uoc (MDIAES) – Practice Pathway

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

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	<ul style="list-style-type: none"> <li>• ^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"> <li>○ ARTS5100 Research Methods (T1) instead of 6 UOC PR &amp; A prescribed elective</li> <li>○ MDIA5031 Research in Practice (T3) instead of 6 UOC PR &amp; A prescribed elective</li> <li>○ MDIA5008 Media Research Project instead of 12 UOC MDIA5030 Brand Cultures</li> </ul> </li> <li>• Refer to Handbook for List of Prescribed Electives</li> </ul>