

Master of PR and Advertising

8281 – Research Pathway

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

Year 1	Term 3C	Year 2	Term 1	Term 2	Term 3	Year 3	Term 1	Term 2	Term 3
	Prescribed Elective ARTS5505		PR & A Cognate Core Course*	PR & A Cognate Core Course	MDIA5031 Research in Practice		MDIA5028 Critical Perspectives in Communication	PR & A Cognate Core Course	
			PR & A Cognate Core Course	PR & A Cognate Core Course	MDIA5030 Brand Cultures (12uoc)		^ARTS5100 Research Methods	^MDIA5008 Media Research Project (12uoc)	
			PR & A Cognate Core Course	Prescribed Elective			Prescribed Elective		

NOTES	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 - ARTS5505 is an approved Prescribed Elective for T3C enrolment. - See list of PR & A Cognate Core Courses by term offering below:		
	Term 1	Term 2	Term 3
	- MDIA5001 Writing for Media - MDIA5021 Advertising and Creativity - MDIA5023 Public Relations Theory and Practice	- MDIA5000 Understanding Contemporary Media - MDIA5004 Media Relations - MDIA5024 Communication Strategies - MDIA5029 Advertising Theory and Practice - MDIA5032 From Text to Talk: Finding Your Voice	- 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

Year 1	Term 3C	Year 2	Term 1	Term 2	Term 3	Year 3	Term 1	Term 2	Term 3
	Prescribed Elective ARTS5505		PR & A Cognate Core Course*	PR & A Cognate Core Course	MDIA5031 Research in Practice		MDIA5028 Critical Perspectives in Communication	PR & A Cognate Core Course	
			PR & A Cognate Core Course	PR & A Cognate Core Course	MDIA5030 Brand Cultures (12uoc)		^Prescribed Elective	Prescribed Elective	
			PR & A Cognate Core Course	Prescribed Elective			^Prescribed Elective	^Prescribed Elective	

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	Term 1	Term 2	Term 3
	- MDIA5001 Writing for Media - MDIA5021 Advertising and Creativity - MDIA5023 Public Relations Theory and Practice	- MDIA5000 Understanding Contemporary Media - MDIA5004 Media Relations - MDIA5024 Communication Strategies - MDIA5029 Advertising Theory and Practice - MDIA5032 From Text to Talk: Finding Your Voice	- MDIA5003 Social Media Campaigning - MDIA5022 Organisational Communication - MDIA5027 Understanding Digital Cultures

Master of PR and Advertising

8281 – Research Pathway

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

Year 1	Term 3C	Year 2	Term 1	Term 2	Term 3	Year 3	Term 1	Term 2
	Prescribed Elective ARTS5505		PR & A Cognate Core Course*	PR & A Cognate Core Course	MDIA5031 Research in Practice		MDIA5028 Critical Perspectives in Communication	
			PR & A Cognate Core Course	PR & A Cognate Core Course	MDIA5030 Brand Cultures (12uoc)		^MDIA5008 Media Research Project (12uoc)	
		^ARTS5100 Research Methods						

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	Term 1	Term 2	Term 3
	- MDIA5001 Writing for Media - MDIA5021 Advertising and Creativity - MDIA5023 Public Relations Theory and Practice	- MDIA5000 Understanding Contemporary Media - MDIA5004 Media Relations - MDIA5024 Communication Strategies - MDIA5029 Advertising Theory and Practice - MDIA5032 From Text to Talk: Finding Your Voice	- 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 3C
	Prescribed Elective ARTS5505

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

Year 3	Term 1	Term 2
	MDIA5028 Critical Perspectives in Communication	
	^Prescribed Elective	
	^Prescribed Elective	

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8281 – Research Pathway



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

Year 1	Term 3C	Year 1	Term 1	Term 2	Term 3
	Prescribed Elective ARTS5505		MDIA5028 Critical Perspectives in Communication	Prescribed Elective	^MDIA5031 Research in Practice
			^ARTS5100 Research Methods	Prescribed Elective	^MDIA5008 Media Research Project (12uoc)

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

Year 1	Term 3C	Year 1	Term 1	Term 2	Term 3
	Prescribed Elective ARTS5505		MDIA5028 Critical Perspectives in Communication	Prescribed Elective	^Prescribed Elective
			^Prescribed Elective	Prescribed Elective	^MDIA5030 Brand Cultures (12uoc)

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	^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 - MDIA5031 Research in Practice (T3) 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 - ARTS5505 is an approved Prescribed Elective for T3C enrolment.