Master of PR and Advertising 8281 – Research Pathway



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

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

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

	Term 1
~	Prescribed Elective
Year 3	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:
 - o 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 PR & A Cognate Core Courses by term offering below:

NOTES	, , , ,			
	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 2 2024 Commencing Students – Stream C 96uoc (MDIAIS) – Practice Pathway

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

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

	Term 1
	Prescribed Elective
Year 3	Prescribed Elective

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 - o 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 PR & A Cognate Core Courses by term offering below:

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

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

NOTES

Year 2	Term 1	Term 2	Term 3
	MDIA5028 Critical Perspectives in Communication	^MDIA5008 Media Research Project (12uoc)	MDIA5030 Brand Cultures
	^ARTS5100 Research Methods		(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:
 - o 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 PR & A Cognate Core Courses by term offering below:

Term 1

Term 2

Term 3

MDIA5001 Writing for Media
MDIA5001 Writing for Media
MDIA5021 Advertising and Creativity
MDIA5023 Public Relations Theory and Practice
MDIA5024 Communication Strategies
MDIA5029 Advertising Theory and Practice
MDIA5029 Advertising Theory and Practice
MDIA5032 From Text to Talk: Finding Your Voice

Term 3

MDIA5003 Social Media Campaigning
MDIA5022 Organisational Communication
MDIA5027 Understanding Digital Cultures

Master of PR and Advertising 8281 - Practice Pathway



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

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

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	Term 1	Term 2	Term 3
	MDIA5028 Critical Perspectives in Communication	^Prescribed Elective	MDIA5030 Brand Cultures
Year 2	^Prescribed Elective	^Prescribed Elective	(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:
 - o 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
- **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
- Note students must complete at least 12 UOC PR&A cognate core course requirements before you can enrol in Advanced Disciplinary courses MDIA5028 & MDIA5030

NOTES	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	

Information is correct as of 15.03.24 and is based on proposed prerequisites and course availability. This is to be used as a guide only and does not replace individual advice. Refer to the Handbook and Class Timetable for the relevant term to check availability for these courses. Contact The Nucleus: Student Hub for further assistance. CRICOS Provider Code 00098G

Master of PR and Advertising 8281 – Research Pathway



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

	Term 2	Term 3
	Prescribed Elective	^MDIA5031 Research in Practice
Year 1	Prescribed Elective	Prescribed Elective

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

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- · ^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
 - 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) in lieu of 12uoc prescribed electives as an option
- · Refer to Handbook for List of Prescribed Electives
- **International students on a 1-year reduced program should seek program advice from UNSW Student Support
 Advisor https://www.student.unsw.edu.au/advisors on whether you are able to undertake research pathway due to 4-term duration.
 Alternatively, see page 6 for Practice Pathway study plan

NOTES

Master of PR and Advertising 8281 – Practice Pathway



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

	Term 2	Term 3	
	Prescribed Elective	^Prescribed Elective	
Year 1	Prescribed Elective	^MDIA5030 Brand Cultures	
	Prescribed Elective	(12uoc)	

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

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- ^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 MDIA5031 Research in Practice (T3) instead of 6 UOC PR & A prescribed elective
 - o MDIA5008 Media Research Project instead of 12 UOC MDIA5030 Brand Cultures
 - Refer to Handbook for List of Prescribed Electives