

# Master of PR and Advertising

## 8281 – Research Pathway

### Term 2 2025 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/2025/8281">https://www.handbook.unsw.edu.au/postgraduate/programs/2025/8281</a></p> <ul style="list-style-type: none"> <li>• ^The research path is optional and is subject to Program Director's approval. If you choose to complete this pathway, students should 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> </ul> </li> <li>• *Note students must complete at least 12 UOC from courses within PR &amp; A specialisation before you can enrol in MDIA5028</li> <li>• *Note students must complete at least 12 UOC PR &amp; A "cognate core" course requirements before you can enrol in MDIA5030</li> <li>• Refer to Handbook for List of Prescribed Electives</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 2025 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			

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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 2025 Commencing Students – Stream B 72uoc (MDIAFS) – Research Pathway

Year 1	Term 2	Term 3	Year 2	Term 1	Term 2	Term 3
	PR & A Cognate* Core Course	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		
	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 2025 Commencing Students – Stream B 72uoc (MDIAFS) – Practice Pathway

Year 1	Term 2	Term 3	Year 2	Term 1	Term 2	Term 3
	PR & A Cognate Core Course*	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		^Prescribed Elective	^Prescribed Elective	
	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 – Research Pathway

## Term 2 2025 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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	<ul style="list-style-type: none"> <li><sup>^</sup>The research path is optional and is subject to Program Director's approval. If you choose to complete this pathway, students should 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>

# Master of PR and Advertising

## 8281 – Practice Pathway



Term 2 2025 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			

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/2025/8281">https://www.handbook.unsw.edu.au/postgraduate/programs/2025/8281</a></p> <ul style="list-style-type: none"> <li>• ^An optional research pathway is optional subject to Program Director approval. See page 5 for research pathway sample plan</li> <li>• Refer to Handbook for List of Prescribed Electives</li> </ul>