

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						

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:

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

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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	PR & A Cognate Core Course	MDIA5030 Brand Cultures (12uoc)
PR & A Cognate Core Course	Prescribed Elective		

Year 3	Term 1	Term 2	Term 3
	MDIA5028 Critical Perspectives in Communication	PR & A Cognate Core Course	
	^Prescribed Elective	Prescribed Elective	
	^Prescribed Elective	^Prescribed Elective	

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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 – Research Pathway



Term 3 2024 Commencing Students – Stream B 72uoc (MDIAFS) – Research 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	PR & A Cognate Core Course	MDIA5030 Brand Cultures (12uoc)
^ARTS5100 Research Methods			

Year 3	Term 1	Term 2
	MDIA5028 Critical Perspectives in Communication	
	^MDIA5008 Media Research Project (12uoc)	

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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

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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	

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Master of PR and Advertising 8281 – Research Pathway



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

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

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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 • Refer to Handbook for List of Prescribed Electives • ARTS5505 is an approved Prescribed Elective for T3C enrolment.

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

Year 1	Term 3C
	Prescribed Elective ARTS5505

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

NOTES	<p>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</p>
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