

Master of PR and Advertising / Design

8234 – PR & A Research Pathway



Term 1 2025 Commencing Students – Stream B 144uoc (MDIAHS) - Research Pathway

	Term 1	Term 2	Term 3
Year 1	DDES9010 Design Concepts and Communication	DDES9011 Histories and Theories for Design	DDES9013 Designing in Context
	PR & Advertising Cognate Core Course**	DDES9012 Critical Approaches to Design	MDIA5031 Research in Practice
	Design Elective*	PR & Advertising Cognate Core Course**	

	Term 1	Term 2	Term 3
Year 2	DDES9014 Imperatives for a Sustainable Future	DDES9015 Creativity and Entrepreneurship	Design Elective*
	MDIA5028 Critical Perspectives in Communication	PR & Advertising Cognate Core Course	MDIA5030 Brand Cultures (12uoc)
	PR & Advertising Cognate Core Course		

	Term 1	Term 2	Term 3
Year 3	^ARTS5100 Research Methods	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design
	Design Elective*	Design Elective*	^MDIA5008 Media Research Project (12uoc)
	PR & A 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/2025/8234>

Design Component:

*Students must take 24 UOC from any of the Design Elective groups below:

- Communication Design
- Design Leadership
- Immersive Design
- Interaction and UX Design
- Materials and Object Design
- Spatial and Experience Design

PR and Advertising Component

- ** Students must complete 12 UOC of the 24 UOC PR&A cognate core course requirements before you can enrol in Advanced Disciplinary courses MDIA5028 & MDIA5030
- See Handbook for list of Cognate Core Courses

^PR and Advertising Research or Practice Pathway Options

- Students who decide to undertake an Academic Research Pathway (18 UOC) instead of the Practice pathway, must complete the following:
 - ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective
 - MDIA5008 Media Research Project instead of 12 UOC PR & A prescribed electives
 - If Students complete both the Practice and Research Path, you must take only 12 UOC of prescribed PR & Advertising electives.

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8234 – PR & A Practice Pathway



Term 1 2025 Commencing Students – Stream B 144uoc (MDIAHS) - Practice Pathway

Year 1	Term 1	Term 2	Term 3
	DDES9010 Design Concepts and Communication	DDES9011 Histories and Theories for Design	DDES9013 Designing in Context
	PR & Advertising Cognate Core Course**	DDES9012 Critical Approaches to Design	MDIA5031 Research in Practice
	Design Elective*	PR & Advertising Cognate Core Course**	

Year 2	Term 1	Term 2	Term 3
	DDES9014 Imperatives for a Sustainable Future	DDES9015 Creativity and Entrepreneurship	Design Elective*
	MDIA5028 Critical Perspectives in Communication	PR & Advertising Cognate Core Course	^PR & A Prescribed Elective
	^PR & A Prescribed Elective		^PR & A Prescribed Elective

Year 3	Term 1	Term 2	Term 3
	PR & Advertising Cognate Core Course	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design
	Design Elective*	Design Elective*	MDIA5030 Brand Cultures (12uoc)
PR & A Prescribed Elective			

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Design Component:

*Students must take 24 UOC from any of the Design Elective groups below:

- o Communication Design
- o Design Leadership
- o Immersive Design
- o Interaction and UX Design
- o Materials and Object Design
- o Spatial and Experience Design

PR and Advertising Component

- ** Students must complete 12 UOC of the 24 UOC PR&A cognate core course requirements before you can enrol in Advanced Disciplinary courses MDIA5028 & MDIA5030
- See Handbook for list of Cognate Core Courses

^PR and Advertising Research or Practice Pathway Options

- Students may decide to undertake an Academic 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 MDIA5008 Media Research Project instead of 12 UOC PR & A prescribed electives
 - o If Students complete both the Practice and Research Path, you must take only 12 UOC of prescribed PR & Advertising electives.

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8234 – PR & A Research Pathway



Term 1 2025 Commencing Students – Stream A 96uoc (MDIAGS) – Research Pathway

Year 1	Term 1	Term 2	Term 3
	PR & A Prescribed Elective	DDES9011 Histories and Theories for Design	Design Elective*
	PR & A Prescribed Elective	DDES9012 Critical Approaches to Design	^MDIA5031 Research in Practice
	DDES9013 Designing in Context	Design Elective*	

Year 2	Term 1	Term 2	Term 3
	MDIA5028 Critical Perspectives in Communication	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design
	^ARTS5100 Research Methods	DDES9015 Creativity and Entrepreneurship	^MDIA5008 Media Research Project (12uoc)
PR & A Prescribed Elective			

DESIGN ELECTIVES	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/2025/8234	
		<p>*Design Component: Students must take 12 UOC from any of the Design Elective groups below:</p> <ul style="list-style-type: none"> • Communication Design • Design Leadership • Immersive Design • Interaction and UX Design • Materials and Object Design • Spatial and Experience Design <p>^PR and Advertising Research or Practice Pathway Options</p> <ul style="list-style-type: none"> • Students may decide to undertake an Academic Research Pathway (18 UOC) instead of the Practice pathway and must complete: <ul style="list-style-type: none"> ○ MDIA5031 Research in Practice (T3) instead of 6 UOC PR & A prescribed elective ○ ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective ○ MDIA5008 Media Research Project instead of MDIA5030 Brand Cultures (T3)

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8234 – PR & A Practice Pathway



Term 1 2025 Commencing Students – Stream A 96uoc (MDIAGS) – Practice Pathway

	Term 1	Term 2	Term 3
Year 1	PR & A Prescribed Elective	DDES9011 Histories and Theories for Design	Design Elective*
	PR & A Prescribed Elective	DDES9012 Critical Approaches to Design	^PR & A Prescribed Elective
	DDES9013 Designing in Context	Design Elective*	

	Term 1	Term 2	Term 3
Year 2	MDIA5028 Critical Perspectives in Communication	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design
	^PR & A Prescribed Elective	DDES9015 Creativity and Entrepreneurship	^MDIA5030 Brand Cultures (12uoc)
	PR & A Prescribed Elective		

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***Design Component:** Students must take 12 UOC from any of the Design Elective groups below:

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^PR and Advertising Research or Practice Pathway Options

- Students may decide to undertake an Academic Research Pathway (18 UOC) instead of the Practice pathway and must complete:
 - MDIA5031 Research in Practice (T3) instead of 6 UOC PR & A prescribed elective
 - ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective
 - MDIA5008 Media Research Project instead of MDIA5030 Brand Cultures (T3)