

Master of PR and Advertising 8281 – Research Pathway



Term 1 2025 Commencing Students – Stream C 96uoc (MDIAIS) – Research Pathway

	Term 1	Term 2	Term 3
Year 1	*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		

	Term 1	Term 2	Term 3
Year 2	MDIA5028 Critical Perspectives in Communication	PR & A Cognate Core Course	^MDIA5008 Media Research Project (12uoc)
	^ARTS5100 Research Methods	Prescribed Elective	
	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/2025/8281>

- ^The research path is optional. If you choose to complete this pathway, students should 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
- *Note students must complete at least 12 UOC PR&A cognate core course requirements before you can enrol in Advanced Disciplinary courses MDIA5028 & MDIA5030
- Refer to Handbook for List of Prescribed Electives
- 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

Master of PR and Advertising

8281 – Practice Pathway



Term 1 2025 Commencing Students – Stream C 96uoc (MDIAIS) – Practice Pathway

Year 1	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			

Year 2	Term 1	Term 2	Term 3
	MDIA5028 Critical Perspectives in Communication	PR & A Cognate Core Course	^Prescribed Elective
	^Prescribed Elective	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 1 2025 Commencing Students – Stream B 72uoc (MDIAFS) – Research Pathway

	Term 1	Term 2	Term 3
Year 1	*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 2	MDIA5028 Critical Perspectives in Communication	^MDIA5008 Media Research Project (12uoc)	
	^ARTS5100 Research Methods		

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/2025/8281		
	<ul style="list-style-type: none"> • ^The research path is optional. If you choose to complete this pathway, students should complete: <ul style="list-style-type: none"> ○ ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective ○ MDIA5008 Media Research Project instead of 12 UOC PR & A 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 • Refer to Handbook for List of Prescribed Electives • See list of PR & A Cognate Core Courses by term offering below: 		
	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 – Practice Pathway



Term 1 2025 Commencing Students – Stream B 72uoc (MDIAFS) – Practice Pathway

	Term 1	Term 2	Term 3
Year 1	*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 2	MDIA5028 Critical Perspectives in Communication	^Prescribed Elective	
	^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 https://www.handbook.unsw.edu.au/postgraduate/programs/2025/8281</p> <ul style="list-style-type: none"> • ^An optional research pathway is optional subject to Program Convenor approval. See page 3 for research pathway sample plan • ^Note students must complete at least 12 UOC cognate core course requirements before you can enrol in Advanced Disciplinary courses MDIA5028 & MDIA5030 • Refer to Handbook for List of Prescribed Electives • See list of Cognate Core Courses by term offering below 		
	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 1 2025 Commencing Students – Stream A 48uoc (MDIAES) – Research Pathway

	Term 1	Term 2	Term 3
Year 1	MDIA5028 Critical Perspectives in Communication	Prescribed Elective	^MDIA5031 Research in Practice
	^ARTS5100 Research Methods	Prescribed Elective	^MDIA5008 Media Research Project (12uoc)
	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/2025/8281>

Students in Stream A undertaking research pathway are required to complete both MDIA5008 (12 UOC) and MDIA5031 (6 UOC) and get an exemption from MDIA5030 (12 UOC)

NOTES

- ^The research path is optional. If you choose to complete this pathway, students should 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

Master of PR and Advertising 8281 – Practice Pathway



Term 1 2025 Commencing Students – Stream A 48uoc (MDIAES) – Practice Pathway

	Term 1	Term 2	Term 3
Year 1	MDIA5028 Critical Perspectives in Communication	Prescribed Elective	^Prescribed Elective
	^Prescribed Elective	Prescribed Elective	^MDIA5030 Brand Cultures (12uoc)
	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 https://www.handbook.unsw.edu.au/postgraduate/programs/2025/8281</p>
	<ul style="list-style-type: none"> • ^An optional research pathway is optional subject to Program Convenor approval. See page 5 for research pathway sample plan • Refer to Handbook for List of Prescribed Electives