Master of PR and Advertising
8281 – Research Pathway

Term 1 2024 Commencing Students – Stream C 96uoc (MDIAIS) – Research Pathway

Master of PR and Advertising
8281 – Practice Pathway

Term 1 2024 Commencing Students – Stream C 96uoc (MDIAIS) – Practice Pathway

Master of PR and Advertising
8281 – Research Pathway

Term 1 2024 Commencing Students – Stream B 72uoc (MDIAFS) – Research Pathway

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/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
	    o MDIA5008 Media Research Project instead of 12 UOC PR & A prescribed electives
	    o 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 • MDIA5021 Advertising and Creativity • MDIA5023 Public Relations Theory and Practice	• MDIA5000 Understanding Contemporary	

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8281 – Practice Pathway

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Master of PR and Advertising
8281 – Research Pathway

Term 1 2024 Commencing Students – Stream A 48uoc (MDIAES) – Research Pathway

Information is correct as of

Master of PR and Advertising

8281 – Practice Pathway

Term 1 2024 Commencing Students – Stream A 48uoc (MDIAES) – Practice Pathway

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