



# Master of PR and Advertising / Design

## 8234 – PR & A Practice Pathway

Term 2 2024 Commencing Students – Stream B 144uoc (MDIAHS) – Practice Pathway

Faculty of Arts, Design & Architecture

# Master of PR and Advertising / Design 8234 – PR & A Research Pathway



Term 2 2024 Commencing Students – Stream A 96uoc (MDIAGS) – Research Pathway

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/2024/8234>

DESIGN ELECTIVES

**\*Design Component:** Students must take 12 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 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)  
Students undertaking the research pathway may also choose to undertake 12 UOC MDIA5030 Brand Cultures (T3) as an option in lieu of 12uoc prescribed electives by enrolling in MDIA5008 in Year 3 Term 1

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DESIGN ELECTIVES	
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Information is correct as of 12.03.24 and is based on proposed prerequisites and course availability. This is to be used as a guide only and does not replace individual advice. Refer to the Handbook and Class Timetable for the relevant term to check availability for these courses. Contact The Nucleus: Student Hub for further assistance. CRICOS Provider Code 00098G