

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> <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">o		

Master of PR and Advertising 8281 – Practice Pathway

Term 2 2024 Commencing Students – Stream C 96uoc (MDIAIS) – Practice Pathway

Master of PR and Advertising

8281 – Research Pathway



Term 2 2024 Commencing Students – Stream B 72uoc (MDIAFS) – Research Pathway

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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"> 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
<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 ing Theory and nd n 7 8 EMC 	

Master of PR and Advertising

8281 – Practice Pathway

Term 2 2024 Commencing Students – Stream A 48uoc (MDIAES) – Practice Pathway