

# Master of PR and Advertising 8281 Research Pathway

Term 3 2024 Commencing Students Stream C 96uoc (MDIAIS) Research Pathway

# Master of PR and Advertising

## 8281

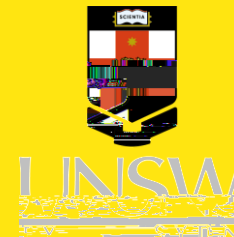
# Master of PR and Advertising 8281 Research Pathway

Term 3 2024 Commencing Students Stream B 72uoc (MDIAFS) Research Pathway



# Master of PR and Advertising

## 8281 Research Pathway



Term 3 2024 Commencing Students Stream A 48uoc (MDIAES) Research Pathway

Year 1	Term 3C			
	Prescribed Elective ARTS5505	MDIA5028 Critical Perspectives in Communication	Prescribed Elective	^MDIA5031 Research in Practice
		^ARTS5100 Research Methods	Prescribed Elective	^MDIA5008 Media Research Project (12uoc)

NOTES	<p>This Sample Program is subject to term course offerings, please see the Handbook and adjust study plan in line with course availability <a href="https://www.handbook.unsw.edu.au/postgraduate/programs/2024/8281">https://www.handbook.unsw.edu.au/postgraduate/programs/2024/8281</a></p>
	<p>^Students may decide to undertake an Advanced Disciplinary Research Pathway (18 UOC) instead of the Practice pathway and must complete:</p> <ul style="list-style-type: none"> <li>o ARTS5100 Research Methods (T1) instead of 6 UOC PR &amp; A prescribed elective</li> <li>o MDIA5031 Research in Practice (T3) instead of 6 UOC PR &amp; A prescribed elective</li> <li>o MDIA5008 Media Research Project instead of 12 UOC MDIA5030 Brand Cultures</li> </ul> <p>Refer to Handbook for List of Prescribed Electives ARTS5505 is an approved Prescribed Elective for T3C enrolment.</p>

# Master of PR and Advertising

## 8281 Practice Pathway

Term 3 2024 Commencing Students Stream A 48uoc (MDIAES) Practice Pathway