

Faculty of Arts, Design & Architecture

Master of PR and Advertising 8281 – Research Pathway



Term 1 2025 Commencing Students – Stream C 96uoc (MDIAIS) – 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/2025/8281		



Master of PR and Advertising

8281– Practice Pathway

Master of PR and Advertising

8281 – Research Pathway



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

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"> • ^The research path is optional. If you choose to complete this pathway, students should 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 • *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 • 		

Faculty of Arts, Design & Architecture

Master of PR and Advertising

8281 – Practice Pathway



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

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•		

Faculty of Arts, Design & Architecture

Master of PR and Advertising 8281 – Research Pathway



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

- ^The research path is optional. If you choose to complete this pathway, students should complete:
 - o ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective
 - o MDIA5031 Research in Practice (T3) instead of 6 UOC PR & A prescribed elective
 - o MDIA5008 Media Research Project instead of 12 UOC MDIA5030 Brand Cultures
-



Master of PR and Advertising 8281 – Practice Pathway

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