

Master of PR and Advertising / Design

8234 – PR & A Research Pathway



Term 2 2026 Commencing Students – Stream B 144uoc (MDIAHS) – Research Pathway

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|--|---|--|--------------------------------------|--|---|------------------------------------|---------------|--|---------------|--|
| Year 1 - 2026 | Term 2 | Term 3 | Year 2 - 2027 | Term 1 | Term 2 | Term 3 | Year 3 - 2028 | TBC per semester calendar | Year 4 - 2029 | TBC per semester calendar |
| | DDES9011 Histories and Theories for Design | DDES9010 Design Concepts and Communication | | DDES9013 Designing in Context | DDES9012 Critical Approaches to Design | MDIA5030 Brand Cultures (12uoc) | | <ul style="list-style-type: none"> ^ARTS5100 Research Methods ^MDIA5008 Media Research Project (12uoc) PR & Advertising Cognate Core Course DDES9016 Design Studio Project 1: Proposal DDES9017 Design Studio Project 2: Final Design Design Elective* Design Elective* | | <ul style="list-style-type: none"> PR & A Prescribed Elective Design Elective* |
| | Design Elective* | MDIA5031 Research in Practice | | DDES9014 Imperatives for a Sustainable Future | DDES9015 Creativity and Entrepreneurship | | | | | |
| PR & Advertising Cognate Core Course** | PR & Advertising Cognate Core Course** | MDIA5028 Critical Perspectives in Communication | PR & Advertising Cognate Core Course | | | | | | | |

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/2026/8234>
 To check your progress, log in to the myPlan progression checker tool <https://www.unsw.edu.au/student/managing-your-studies/resources/myplan>

Design Component:

*Students must take 24 UOC from any of the Design Elective groups below:

- o Communication Design
- o Design Leadership
- o Immersive Design
- o Interaction and UX Design
- o Materials and Object Design
- o Spatial and Experience Design

PR and Advertising Component

- **Note students must complete at least 12 UOC from courses within P& A specialisation before you can enrol in MDIA5028
- **Note students must complete at least 12 UOC PR & A “cognate core” course requirements before you can enrol in MDIA5030
- See Handbook for list of Cognate Core Courses

^PR and Advertising Research or Practice Pathway Options

- Students who decide to undertake an Academic Research Pathway (18 UOC) instead of the Practice pathway, must obtain Program Director’s approval and 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 If Students complete both the Practice and Research Path, you must take only 12 UOC of prescribed PR & Advertising electives.

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|--|--|---|---------------|---|--|--|---------------|--|---------------|--|
| Year 1 - 2026 | Term 2 | Term 3 | Year 2 - 2027 | Term 1 | Term 2 | Term 3 | Year 3 - 2028 | TBC per semester calendar | Year 4 - 2029 | TBC per semester calendar |
| | DDES9011 Histories and Theories for Design | DDES9010 Design Concepts and Communication | | DDES9013 Designing in Context | DDES9012 Critical Approaches to Design | PR & Advertising Cognate Core Course** | | <ul style="list-style-type: none"> • ^PR & A Prescribed Elective • PR & A Prescribed Elective • MDIA5030 Brand Cultures (12uoc) • Design Elective* • Design Elective* • DDES9016 Design Studio Project 1: Proposal • DDES9017 Design Studio Project 2: Final Design | | <ul style="list-style-type: none"> • PR & A Prescribed Elective • Design Elective* |
| | Design Elective* | MDIA5031 Research in Practice | | DDES9014 Imperatives for a Sustainable Future | DDES9015 Creativity and Entrepreneurship | PR & Advertising Cognate Core Course | | | | |
| PR & Advertising Cognate Core Course** | PR & Advertising Cognate Core Course** | MDIA5028 Critical Perspectives in Communication | | PR & A Prescribed Elective | | | | | | |

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Design Component:

*Students must take 24 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

- **Note students must complete at least 12 UOC from courses within P& & A specialisation before you can enrol in MDIA5028
- **Note students must complete at least 12 UOC PR & A “cognate core” course requirements before you can enrol in MDIA5030
- See Handbook for list of Cognate Core Courses

^PR and Advertising Research or Practice Pathway Options

- Students who decide to undertake an Academic Research Pathway (18 UOC) instead of the Practice pathway, must obtain Program Director’s approval and complete:
 - ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective
 - MDIA5008 Media Research Project instead of 12 UOC PR & A prescribed electives
 - If Students complete both the Practice and Research Path, you must take only 12 UOC of prescribed PR & Advertising electives.

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Term 2 2026 Commencing Students – Stream A 96uoc (MDIAGS) – Research Pathway

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|---------------|---|-----------------------------------|---------------|--|--|--|---------------|--|
| Year 1 - 2026 | Term 2 | Term 3 | Year 2 - 2027 | Term 1 | Term 2 | Term 3 | Year 3 - 2028 | TBC per semester calendar |
| | DDES9011 Histories and Theories for Design | DDES9013 Designing in Context | | MDIA5028 Critical Perspectives in Communication | DDES9016 Design Studio Project 1: Proposal | DDES9017 Design Studio Project 2: Final Design | | <ul style="list-style-type: none"> • ^PR & A Prescribed Elective • ^PR & A Prescribed Elective |
| | DDES9012 Critical Approaches to Design | ^MDIA5031 Research in Practice | | ^ARTS5100 Research Methods | DDES9015 Creativity and Entrepreneurship | ^MDIA5008 Media Research Project (12uoc) | | |
| | Design Elective* | PR & A Prescribed Elective | | Design Elective* | | | | |

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| DESIGN ELECTIVES | <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/2026/8234</p> <p>To check your progress, log in to the myPlan progression checker tool https://www.unsw.edu.au/student/managing-your-studies/resources/myplan</p> |
| | <p>*Design Component: Students must take 12 UOC from any of the Design Elective groups below:</p> <ul style="list-style-type: none"> • Communication Design • Design Leadership • Immersive Design • Interaction and UX Design • Materials and Object Design • Spatial and Experience Design <p>^PR and Advertising Research or Practice Pathway Options</p> <ul style="list-style-type: none"> • Students who decide to undertake an Academic Research Pathway (18 UOC) instead of the Practice pathway, must obtain Program Director’s approval and complete: <ul style="list-style-type: none"> ○ 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) |

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|------------------|---|----------------------------------|---------------|--|---|---|---------------|--|
| Year 1 - 2026 | Term 2 | Term 3 | Year 2 - 2027 | Term 1 | Term 2 | Term 3 | Year 3 - 2028 | TBC per semester calendar |
| | DDES9011 Histories and Theories for Design | DDES9013 Designing in Context | | MDIA5028 Critical Perspectives in Communication | DDES9016 Design Studio Project 1: Proposal | DDES9017 Design Studio Project 2: Final Design | | <ul style="list-style-type: none"> PR & A Prescribed Elective Design Elective* |
| | DDES9012 Critical Approaches to Design | ^PR & A Prescribed Elective | | ^PR & A Prescribed Elective | DDES9015 Creativity and Entrepreneurship | ^MDIA5030 Brand Cultures (12uoc) | | |
| Design Elective* | PR & A Prescribed Elective | PR & A Prescribed Elective | | | | | | |

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| DESIGN ELECTIVES | <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/2026/8234</p> <p>To check your progress, log in to the myPlan progression checker tool https://www.unsw.edu.au/student/managing-your-studies/resources/myplan</p> |
| | <p>*Design Component: Students must take 12 UOC from any of the Design Elective groups below:</p> <ul style="list-style-type: none"> Communication Design Design Leadership Immersive Design Interaction and UX Design Materials and Object Design Spatial and Experience Design <p>^PR and Advertising Research or Practice Pathway Options</p> <ul style="list-style-type: none"> Students who decide to undertake an Academic Research Pathway (18 UOC) instead of the Practice pathway, must obtain Program Director's approval and complete <ul style="list-style-type: none"> 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) |