

Master of PR and Advertising 8281 – Research Pathway



Term 2 2026 Commencing Students – Stream C 96uoc (MDIAIS) – Research Pathway

Year 1 - 2026	Term 2	Term 3	Year 2 - 2027	Term 1	Term 2	Term 3	Year 3 - 2028	TBC per semester calendar	
	PR & A Cognate Core Course*	MDIA5031 Research in Practice		MDIA5028 Critical Perspectives in Communication	^MDIA5008 Media Research Project (12uoc)	MDIA5030 Brand Cultures (12uoc)		Prescribed Elective	<ul style="list-style-type: none"> • Prescribed Elective • Prescribed Elective
	PR & A Cognate Core Course	PR & A Cognate Core Course		^ARTS5100 Research Methods					
PR & A Cognate Core Course	PR & A Cognate Core Course	PR & A Cognate Core Course	PR & A Cognate Core Course						

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/2026/8281</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> <ul style="list-style-type: none"> • ^The research path is optional and is subject to Program Director's approval. If you choose to complete this pathway, students should complete: <ul style="list-style-type: none"> ◦ ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective ◦ MDIA5008 Media Research Project instead of 12 UOC PR & A prescribed electives • *Note students must complete at least 12 UOC from courses within PR & 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 • 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 (Term 1 & Term 3) • 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"> • MDIA5001 Writing for Media (Term 1 & Term 3) • MDIA5003 Social Media Campaigning • MDIA5022 Organisational Communication • MDIA5027 Understanding Digital Cultures

Master of PR and Advertising 8281 – Practice Pathway



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Year 1 - 2026	Term 2	Term 3
	PR & A Cognate Core Course*	MDIA5031 Research in Practice
	PR & A Cognate Core Course	PR & A Cognate Core Course
	PR & A Cognate Core Course	PR & A Cognate Core Course

Year 2 - 2027	Term 1	Term 2	Term 3
	MDIA5028 Critical Perspectives in Communication	PR & A Cognate Core Course	MDIA5030 Brand Cultures (12uoc)
	^Prescribed Elective	Prescribed Elective	
	Prescribed Elective	^Prescribed Elective	

Year 3 - 2028	TBC per semester calendar
	<ul style="list-style-type: none"> • Prescribed Elective • Prescribed Elective

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	Term 1	Term 2	Term 3
	<ul style="list-style-type: none"> • MDIA5001 Writing for Media (Term 1 & Term 3) • 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"> • MDIA5001 Writing for Media (Term 1 & Term 3) • MDIA5003 Social Media Campaigning • MDIA5022 Organisational Communication • MDIA5027 Understanding Digital Cultures

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Term 2 2026 Commencing Students – Stream B 72uoc (MDIAFS) – Research Pathway

Year 1 - 2026	Term 2	Term 3	Year 2 - 2027	Term 1	Term 2	Term 3
	PR & A Cognate* Core Course	MDIA5031 Research in Practice		MDIA5028 Critical Perspectives in Communication	^MDIA5008 Media Research Project (12uoc)	MDIA5030 Brand Cultures (12uoc)
	PR & A Cognate Core Course	PR & A Cognate Core Course		^ARTS5100 Research Methods		
PR & A Cognate Core Course	Prescribed Elective					

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	Term 1	Term 2	Term 3
<ul style="list-style-type: none"> • MDIA5001 Writing for Media (Term 1 & Term 3) • 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"> • MDIA5001 Writing for Media (Term 1 & Term 3) • MDIA5003 Social Media Campaigning • MDIA5022 Organisational Communication • MDIA5027 Understanding Digital Cultures 	

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Term 2 2026 Commencing Students – Stream B 72uoc (MDIAFS) – Practice Pathway

Year 1 - 2026	Term 2	Term 3
	PR & A Cognate Core Course*	MDIA5031 Research in Practice
	PR & A Cognate Core Course	PR & A Cognate Core Course
	PR & A Cognate Core Course	Prescribed Elective

Year 2 - 2027	Term 1	Term 2	Term 3
	MDIA5028 Critical Perspectives in Communication	^Prescribed Elective	MDIA5030 Brand Cultures (12uoc)
	^Prescribed Elective	^Prescribed Elective	

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	Term 1	Term 2	Term 3
	<ul style="list-style-type: none"> • MDIA5001 Writing for Media (Term 1 & Term 3) • 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"> • MDIA5001 Writing for Media (Term 1 & Term 3) • MDIA5003 Social Media Campaigning • MDIA5022 Organisational Communication • MDIA5027 Understanding Digital Cultures

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Term 2 2026 Commencing Students – Stream A 48uoc (MDIAES) – Research Pathway

Year 1 - 2026	Term 2	Term 3
	Prescribed Elective	[^] MDIA5031 Research in Practice
	Prescribed Elective	Prescribed Elective

Year 2 - 2027	Term 1	Term 2
	MDIA5028 Critical Perspectives in Communication	[^] MDIA5008 Media Research Project (12uoc)**
	[^] ARTS5100 Research Methods**	

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	<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><i>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)</i></p>
	<ul style="list-style-type: none"> • [^]The research path is optional and is subject to Program Director's approval. If you choose to complete this pathway, students should complete: <ul style="list-style-type: none"> ○ ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective ○ MDIA5031 Research in Practice (T3) instead of 6 UOC PR & A prescribed elective ○ MDIA5008 Media Research Project instead of 12 UOC MDIA5030 Brand Cultures • Refer to Handbook for List of Prescribed Electives

Master of PR and Advertising 8281 – Practice Pathway



Term 2 2026 Commencing Students – Stream A 48uoc (MDIAES) – Practice Pathway

Year 1 - 2026	Term 2	Term 3	Year 2 - 2027	Term 1
	Prescribed Elective	^Prescribed Elective		MDIA5028 Critical Perspectives in Communication
	Prescribed Elective	^MDIA5030 Brand Cultures (12uoc)		^Prescribed Elective
Prescribed Elective				

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/2026/8281</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> <ul style="list-style-type: none"> • ^An optional research pathway is optional subject to Program Director approval. See page 5 for research pathway sample plan • Refer to Handbook for List of Prescribed Electives