

Master of PR and Advertising / Design

8234 – PR & A Research Pathway



Term 3 2026 Commencing Students – Stream B 144uoc (MDIAHS) – Research Pathway

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

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 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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	DDES9010 Design Concepts and Communication		DDES9013 Designing in Context	DDES9011 Histories and Theories for Design	Design Elective*		<ul style="list-style-type: none"> MDIA5028 Critical Perspectives in Communication MDIA5030 Brand Cultures (12uoc) DDES9015 Creativity and Entrepreneurship Design Elective* Design Elective* ^PR & A Prescribed Elective ^PR & A Prescribed Elective 		<ul style="list-style-type: none"> DDES9016 Design Studio Project 1: Proposal DDES9017 Design Studio Project 2: Final Design Design Elective* ^PR & A Prescribed Elective ^PR & A Prescribed Elective
	PR & Advertising Cognate Core Course**		DDES9014 Imperatives for a Sustainable Future	DDES9012 Critical Approaches to Design	PR & Advertising Cognate Core Course**				
PR & A Prescribed Elective	PR & Advertising Cognate Core Course**	PR & Advertising Cognate Core Course**							

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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 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.

DESIGN ELECTIVES

Master of PR and Advertising / Design

8234 - PR & A Research Pathway



Term 3 2026 Commencing Students – Stream A 96uoc (MDIAGS) – Research Pathway

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

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 Component:</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) ○ Students undertaking the research pathway may also choose to undertake 12 UOC MDIA5030 Brand Cultures (T3) as an option in lieu of 12uoc PR & A prescribed electives

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

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 Component:</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)