

Master of PR and Advertising

8281 – Research Pathway

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

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

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/2024/8281 ^Students may decide to undertake an Advanced Disciplinary Research Pathway (18 UOC) instead of the Practice pathway and must 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 - Refer to Handbook for List of 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 - See list of Cognate Core Courses by term offering below:		
	Term 1	Term 2	Term 3
	- MDIA5001 Writing for Media - MDIA5021 Advertising and Creativity - MDIA5023 Public Relations Theory and Practice	- MDIA5000 Understanding Contemporary Media - MDIA5004 Media Relations - MDIA5024 Communication Strategies - MDIA5029 Advertising Theory and Practice - MDIA5032 From Text to Talk: Finding Your Voice	- 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	Term 3
	MDIA5031 Research in Practice
	PR & A Cognate Core Course*
	PR & A Cognate Core Course

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

Year 3	Term 1	Term 2
	^Prescribed Elective	^Prescribed Elective
	Prescribed Elective	^Prescribed Elective
	Prescribed Elective	

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	Term 1	Term 2	Term 3
	- MDIA5001 Writing for Media - MDIA5021 Advertising and Creativity - MDIA5023 Public Relations Theory and Practice	- MDIA5000 Understanding Contemporary Media - MDIA5004 Media Relations - MDIA5024 Communication Strategies - MDIA5029 Advertising Theory and Practice - MDIA5032 From Text to Talk: Finding Your Voice	- MDIA5003 Social Media Campaigning - MDIA5022 Organisational Communication - MDIA5027 Understanding Digital Cultures

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8281 – Research Pathway

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

Year 1	Term 3	Year 2	Term 1	Term 2	Term 3	Year 3	Term 1
	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				Prescribed Elective**
	PR & A Cognate Core Course		PR & A Cognate Core Course				

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	Term 1	Term 2	Term 3
	- MDIA5001 Writing for Media - MDIA5021 Advertising and Creativity - MDIA5023 Public Relations Theory and Practice	- MDIA5000 Understanding Contemporary Media - MDIA5004 Media Relations - MDIA5024 Communication Strategies - MDIA5029 Advertising Theory and Practice - MDIA5032 From Text to Talk: Finding Your Voice	- MDIA5003 Social Media Campaigning - MDIA5022 Organisational Communication - MDIA5027 Understanding Digital Cultures

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8281 – Practice Pathway

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

Year 1	Term 3	Year 2	Term 1	Term 2	Term 3	Year 3	Term 1
	MDIA5031 Research in Practice		MDIA5028 Critical Perspectives in Communication	^Prescribed Elective	MDIA5030 Brand Cultures (12uoc)		PR & A Cognate Core Course
	PR & A Cognate Core Course*		PR & A Cognate Core Course	^Prescribed Elective			Prescribed Elective
	PR & A Cognate Core Course		^Prescribed Elective				

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	Term 1	Term 2	Term 3
	- MDIA5001 Writing for Media - MDIA5021 Advertising and Creativity - MDIA5023 Public Relations Theory and Practice	- MDIA5000 Understanding Contemporary Media - MDIA5004 Media Relations - MDIA5024 Communication Strategies - MDIA5029 Advertising Theory and Practice - MDIA5032 From Text to Talk: Finding Your Voice	- MDIA5003 Social Media Campaigning - MDIA5022 Organisational Communication - MDIA5027 Understanding Digital Cultures

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

Year 1	Term 3	Year 2	Term 1	Term 2
	^MDIA5031 Research in Practice		^ARTS5100 Research Methods	^MDIA5008 Media Research Project (12uoc)
	^Prescribed Elective		MDIA5028 Critical Perspectives in Communication	
	^Prescribed Elective		Prescribed Elective	

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	^Students may decide to undertake an Advanced Disciplinary Research Pathway (18 UOC) instead of the Practice pathway and must complete: - 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 - Students undertaking the research pathway may also choose to undertake 12 UOC MDIA5030 Brand Cultures (T3) as an option in lieu of 12uoc prescribed electives - Refer to Handbook for List of Prescribed Electives

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

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

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	^Students may decide to undertake an Advanced Disciplinary Research Pathway (18 UOC) instead of the Practice pathway and must complete: - 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 12 UOC MDIA5030 Brand Cultures - Refer to Handbook for List of Prescribed Electives