Master of PR and Advertising / Design 8234 – PR & A Research Pathway

UNSW SYDNEY

Term 2 2025 Commencing Students – Stream B 144uoc (MDIAHS) – Research Pathway

Year 1

Term 2	Term 3
DDES9011 Histories and Theories for Design	DDES9010 Design Concepts and Communication
Design Elective*	MDIA5031 Research in Practice
PR & Advertising Cognate Core Course**	PR & Advertising Cognate Core Course**

Year 2

Term 1	Term 2	Term 3
DDES9013 Designing in Context	DDES9012 Critical Approaches to Design	MDIA5030 Brand Cultures (12uoc)
DDES9014 Imperatives for a Sustainable Future	DDES9015 Creativity and Entrepreneurship	
MDIA5028 Critical Perspectives in Communication	PR & Advertising Cognate Core Course	

Year 3

Term 1	Term 2	Term 3
^ARTS5100 Research Methods	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design
PR & Advertising Cognate Core Course	Design Elective*	^MDIA5008 Media Research Project (12uoc)
Design Elective*		

Year 4

Term 1
PR & A Prescribed Elective
Design Elective*

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/2025/8234

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.

DESIGN ELECTIVES

Faculty of Arts, Design & Architecture

Master of PR and Advertising / Design
8234 – PR & A Practice Pathway

UNSW SYDNEY

Term 2 2025 Commencing Students – Stream B 144uoc (MDIAHS) – Practice Pathway

Year 1

Term 2	Term 3
DDES9011 Histories and Theories for Design	DDES9010 Design Concepts and Communication
Design Elective*	MDIA5031 Research in Practice
PR & Advertising Cognate Core Course**	PR & Advertising Cognate Core Course**

Year 2

Term 1	Term 2	Term 3
DDES9013 Designing in Context	DDES9012 Critical Approaches to Design	PR & Advertising Cognate Core Course**
DDES9014 Imperatives for a Sustainable Future	DDES9015 Creativity and Entrepreneurship	PR & Advertising Cognate Core Course
MDIA5028 Critical Perspectives in Communication		PR & A Prescribed Elective

Year 3

Term 1	Term 2	Term 3
^PR & A Prescribed Elective	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design
PR & A Prescribed Elective	Design Elective*	MDIA5030 Brand Cultures (12uoc)
Design Elective*		

Year 4

Term 1
PR & A Prescribed Elective
Design Elective*

DESIGN ELECTIVES

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/2025/8234

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.

Master of PR and Advertising / Design 8234 – PR & A Research Pathway

UNSW SYDNEY

Term 2 2025 Commencing Students – Stream A 96uoc (MDIAGS) – Research Pathway

Year 1	Term 2	Term 3
	DDES9011 Histories and Theories for Design	DDES9013 Designing in Context
	DDES9012 Critical Approaches to Design	^MDIA5031 Research in Practice
	Design Elective*	PR & A Prescribed Elective

Year 2	Term 1	Term 2	Term 3
	MDIA5028 Critical Perspectives in Communication	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design
	^ARTS5100 Research Methods	DDES9015 Creativity and Entrepreneurship	^MDIA5008 Media Research Project (12uoc)
	Design Elective*		

Year 3	Term 1
	^PR & A Prescribed Elective
	^PR & A Prescribed Elective

DESIGN ELECTIVES

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/2025/8234

*Design Component: Students must take 12 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 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:
  - 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)

Faculty of Arts, Design & Architecture

Master of PR and Advertising / Design 8234 – PR & A Practice Pathway

Term 2 2025 Commencing Students – Stream A 96uoc (MDIAGS) – Practice Pathway

Year 1	Term 2	Term 3
	DDES9011 Histories and Theories for Design	**DDES9013 Designing in Context**
	DDES9012 Critical Approaches to Design	**^PR & A Prescribed Elective**
	Design Elective*	**PR & A Prescribed Elective**

Year 2	Term 1	Term 2	Term 3
	MDIA5028 Critical Perspectives in Communication	**DDES9016 Design Studio Project 1: Proposal**	**DDES9017 Design Studio Project 2: Final Design**
	^PR & A Prescribed Elective	**DDES9015 Creativity and Entrepreneurship**	**^MDIA5030 Brand Cultures (12uoc)**
	PR & A Prescribed Elective		

Year 3	Term 1
	PR & A Prescribed Elective
	Design Elective*

DESIGN ELECTIVES

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/2025/8234

***Design Component**: Students must take 12 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 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
  - 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)

Information is correct as of 17.04.25 and is based on proposed prerequisites and course availability. This is to be used as a guide only and does not replace individual advice. Refer to the Handbook and Class Timetable for the relevant term to check availability for these courses. Contact The Nucleus: Student Hub for further assistance. CRICOS Provider Code 00098G