## Master of PR and Advertising 8281 – Research Pathway



### Term 1 2024 Commencing Students – Stream C 96uoc (MDIAIS) – Research Pathway

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Year 1	Term 1	Term 2	Term 3
	PR & A Cognate Core Course*	PR & A Cognate Core Course	MDIA5031 Research in Practice
	PR & A Cognate Core Course	PR & A Cognate Core Course	MDIA5030 Brand Cultures
	PR & A Cognate Core Course		(12uoc)

	Term 1	Term 2	Term 3
	MDIA5028 Critical Perspectives in Communication	PR & A Cognate Core Course	^MDIA5008 Media Research
Year 2	^ARTS5100 Research Methods	Prescribed Elective	Project (12uoc)
	Prescribed Elective	Prescribed 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/2024/8281

- \* Students may decide to undertake an Advanced Disciplinary Research Pathway (18 UOC) instead of the Practice pathway and must 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
  - 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 PR & A Cognate Core Courses by term offering below:

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

Information is correct as of 15.03.24 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

# Master of PR and Advertising 8281 – Practice Pathway



### Term 1 2024 Commencing Students – Stream C 96uoc (MDIAIS) – Practice Pathway

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	Term 1	Term 2	Term 3
_	PR & A Cognate Core Course*	PR & A Cognate Core Course	MDIA5031 Research in Practice
Year 1	PR & A Cognate Core Course	PR & A Cognate Core Course	MDIA5030 Brand Cultures
	PR & A Cognate Core Course		(12uoc)

Year 2	Term 1	Term 2	Term 3
	MDIA5028 Critical Perspectives in Communication	PR & A Cognate Core Course	^Prescribed Elective
	^Prescribed Elective	Prescribed Elective	^Prescribed Elective
	Prescribed Elective	Prescribed Elective	

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- See list of PR & A Cognate Core Courses by term offering below:

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NO E	Term 1	Term 2	Term 3
	<ul> <li>MDIA5001 Writing for Media</li> <li>MDIA5021 Advertising and Creativity</li> <li>MDIA5023 Public Relations Theory and Practice</li> </ul>	<ul> <li>MDIA5000 Understanding Contemporary Media</li> <li>MDIA5004 Media Relations</li> <li>MDIA5024 Communication Strategies</li> <li>MDIA5029 Advertising Theory and Practice</li> <li>MDIA5032 From Text to Talk: Finding Your Voice</li> </ul>	<ul> <li>MDIA5003 Social Media Campaigning</li> <li>MDIA5022 Organisational Communication</li> <li>MDIA5027 Understanding Digital Cultures</li> </ul>

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### Master of PR and Advertising 8281 - Research Pathway



### Term 1 2024 Commencing Students – Stream B 72uoc (MDIAFS) – Research Pathway

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

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

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  - o ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective
  - MDIA5008 Media Research Project instead of 12 UOC PR & A prescribed electives
  - o 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 PR & A 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	<ul> <li>MDIA5003 Social Media Campaigning</li> <li>MDIA5022 Organisational Communication</li> <li>MDIA5027 Understanding Digital Cultures</li> </ul>

## Master of PR and Advertising 8281 – Practice Pathway



Term 1 2024 Commencing Students – Stream B 72uoc (MDIAFS) – Practice Pathway

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

	Term 1	Term 2
2	MDIA5028 Critical Perspectives in Communication	^Prescribed Elective
Year 2	^Prescribed Elective	^Prescribed Elective

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  - o 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 PR & A 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	<ul> <li>MDIA5003 Social Media Campaigning</li> <li>MDIA5022 Organisational Communication</li> <li>MDIA5027 Understanding Digital Cultures</li> </ul>

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### Master of PR and Advertising 8281 – Research Pathway



Term 1 2024 Commencing Students – Stream A 48uoc (MDIAES) – Research Pathway

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

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- AStudents may decide to undertake an Advanced Disciplinary Research Pathway (18 UOC) instead of the Practice pathway and must complete:
  - o ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective
  - o MDIA5031 Research in Practice (T3) instead of 6 UOC PR & A prescribed elective
  - o MDIA5008 Media Research Project instead of 12 UOC MDIA5030 Brand Cultures
  - Refer to Handbook for List of Prescribed Electives

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## Master of PR and Advertising 8281 – Practice Pathway



Term 1 2024 Commencing Students – Stream A 48uoc (MDIAES) – Practice Pathway

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

This Sample Program is subject to term course offerings, please see the Handbook and adjust study plan in line with course availability <a href="https://www.handbook.unsw.edu.au/postgraduate/programs/2024/8281">https://www.handbook.unsw.edu.au/postgraduate/programs/2024/8281</a>

- \*Students may decide to undertake an Advanced Disciplinary Research Pathway (18 UOC) instead of the Practice pathway and must complete:
  - o ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective
  - o MDIA5031 Research in Practice (T3) instead of 6 UOC PR & A prescribed elective
  - o MDIA5008 Media Research Project instead of 12 UOC MDIA5030 Brand Cultures
- Refer to Handbook for List of Prescribed Electives

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