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

Term 3 2024 Commencing Students – Stream B 144uoc (MDIAHS) – Research Pathway

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/2024/8234

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:
** Students must complete 12 UOC of the 24 UOC PR&A cognate core course requirements before you can enrol in Advanced Disciplinary courses MDIA5028 & MDIA5030
* See Handbook for list of Cognate Core Courses

^PR and Advertising Research or Practice Pathway Options
* Students may decide to undertake an Academic Research Pathway (18 UOC) instead of the Practice pathway and must complete:
  o ARTSS100 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.

Information is correct as of 19.03.24 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 / Design**

8234 – PR & A Practice Pathway

**Term 3 2024 Commencing Students – Stream B 144uoc (MDIAHS) – Practice Pathway**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Term 3</th>
<th><strong>DDES9010</strong> Design Concepts and Communication</th>
<th><strong>DDES9013</strong> Designing in Context</th>
<th><strong>DDES9014</strong> Imperatives for a Sustainable Future</th>
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<tbody>
<tr>
<td><strong>PR &amp; Advertising Cognate Core Course</strong></td>
<td><strong>Term 1</strong></td>
<td><strong>PR &amp; Advertising Cognate Core Course</strong></td>
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<td><strong>PR &amp; A Prescribed Elective</strong></td>
<td><strong>Term 2</strong></td>
<td><strong>Design Elective</strong></td>
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**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:**
- **Students must complete 12 UOC of the 24 UOC PR&A cognate core course requirements before you can enrol in Advanced Disciplinary courses MDIA5028 & MDIA5030**
- **See Handbook for list of Cognate Core Courses**
- **PR and Advertising Research or Practice Pathway Options**
  - **^PR & A Prescribed Electives**

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

Term 3 2024 Commencing Students – Stream A 96uoc (MDIAGS) – Research Pathway

This Sample Program is subject to term course offerings, please see the Handbook and adjust study plan in line with course availability

*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 Component: Students may decide to undertake an Academic 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 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
## Faculty of Arts, Design & Architecture

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

**Term 3 2024 Commencing Students – Stream A 96uoc (MDIAGS) – Practice Pathway**

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<tr>
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<tr>
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<td>DDES9011 Histories and Theories for Design</td>
<td>DDES9015 Creativity and Entrepreneurship</td>
<td>^MDIA5030 Brand Cultures (12uoc)</td>
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<td>^PR &amp; A Prescribed Elective</td>
<td>Design Elective*</td>
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<tr>
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<th>Term 2</th>
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<tbody>
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<td>DDES9016 Design Studio Project 1: Proposal</td>
<td>DDES9017 Design Studio Project 2: Final Design</td>
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<td>Design Elective*</td>
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*Design Component: Students must take 12 UOC from any of the Design Elective groups below:

- Communication Design
- Design Leadership
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^PR and Advertising Component:

- Students may decide to undertake an Academic 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 MDIA5030 Brand Cultures (T3)

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