

# Master of PR and Advertising 8281 – Research Pathway

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

# Master of PR and Advertising

## 8281 – Practice Pathway

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

# Master of PR and Advertising

## 8281 – Research Pathway



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

NOTES	<p>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></p> <ul style="list-style-type: none"> <li>^Students may decide to undertake an Advanced Disciplinary Research Pathway (18 UOC) instead of the Practice pathway and must complete:                             <ul style="list-style-type: none"> <li>o ARTS5100 Research Methods (T1) instead of 6 UOC PR &amp; A prescribed elective</li> <li>o MDIA5008 Media Research Project instead of 12 UOC PR &amp; A prescribed electives</li> <li>o Refer to Handbook for List of Prescribed Electives</li> </ul> </li> <li>*Note students must complete at least 12 UOC PR&amp;A cognate core course requirements before you can enrol in Advanced Disciplinary courses MDIA5028 &amp; MDIA5030</li> <li>See list of PR &amp; A Cognate Core Courses by term offering below:</li> </ul>		
	Term 1	Term 2	Term 3
<ul style="list-style-type: none"> <li>MDIA5001 Writing for Media</li> <li>MDIA5021 Advertising and Creativity</li> <li>MDIA5023 Public Relations Theory and Practice</li> </ul>	<ul style="list-style-type: none"> <li>MDIA5000 Understanding Contemporary3 Tc 05( )85.7 (R)-34.3 (el)-20 (at)-49.7 (i)-45.7 (r)-5(C)-5.3 (o)28.7 ( ( o)20.7 (3f)-49.7 (or)-5o&lt;&lt;/MCID 117 &gt;&gt;BDC (ata )-114.</li> </ul>		

Faculty of Arts, Design & Architecture

# Master of PR and Advertising

## 8281 – Practice Pathway

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

# Master of PR and Advertising 8281 – Research Pathway

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

Faculty of Arts, Design & Architecture

# Master of PR and Advertising

## 8281 – Practice Pathway



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

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