

Faculty of Arts, Design & Architecture

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 El.9 (t)-21.3 ()28.79 (i)-5.c3 ()28.9 (t)-21.iry courses MDIA5028 & MDIA5030

DESIGN ELECTIVES

Faculty of Arts, Design & Architecture

Master of PR and Advertising / Design

8234 – PR & A Practice Pathway



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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

- Students may decide to undertake an Academic Research Pathway (18 UOC) instead of the Practice pathway and must complete:
 - ARTS5100 Research Methods 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.

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