Public Relations and Advertising/Design A

Overview

This program allows students to undertake both a Master of Design (MDes) and a Master of Public Relations and Advertising (MPRA) over two and a half years, with students with appropriate background able to complete both degrees in two years.

This dual award provides graduates or those seeking to change careers both a professionally relevant, rigorous education in public relations and advertising and an industry-engaged, and professionally relevant education in design knowledge and skills. Increasingly PR and Advertising works with designers and design thinking, and designers are often working in the context of marketing and advertising.

These two degrees will equip you with the personal confidence and professional capabilities needed to move into creative leadership roles in freelance, project or design business contexts. As a student you will be challenged to and equipped to think critically and innovatively in your development of PR and advertising strategies and design and digital media practice. Both degrees merge contemporary theory and academic rigour with creativity, research, and practical industry skills, combining design creativity and rigorous research strategies.

The Master of Public Relations and Advertising and Master of Design dual award is ideal for industry professionals from advertising or design seeking to advance their career, as well as career-changers wanting to enter vibrant and rapidly evolving industries.
**Faculty**
Faculty of Arts and Social Sciences

**School**
School of Arts and Media

**Study Level**
Postgraduate

**Minimum Units of Credit**
96

**Specialisation Type**
Specialisation
Learning Outcomes

1. Develop advanced knowledge relating to the persuasive, promotional and participative communication dimensions of PR and advertising, as well as advanced knowledge of innovative developments in the field of professional design practice and the ability to apply this knowledge in a range of contexts and industry settings.

   Scholars

2. Develop high quality critical thinking and problem solving skills applicable across the fields of public relations, advertising, and design.

   Leaders Scholars

3. Develop a sound understanding of the scholarly research practices in the fields of public relations and advertising, together with a sound grasp of design research practices - resulting in the ability to engage in independent and reflective learning in academic and industry contexts, and to use creative thinking and practice-based experimentation to devise, evaluate, adapt and implement innovative design ideas.

   Leaders Scholars

4. Communicate complex ideas to a range of audiences, using written, oral and mediated communication; work independently as well as in collaborative teams; apply technical skills and adaptive modes of practice; and be creative, strategic learners and practitioners.

   Professionals

5. Develop an understanding of both local and global issues and trends in the fields of public relations, advertising and communication, and actively engage with national and international networks and creative design practices to generate sustainable design solutions that take social, cultural, environmental and economic considerations into account.

   Global Citizens Leaders

Graduate Capabilities:

For more information on Graduate Capabilities, please click on this link.
Available in Program(s)

Program(s) in which this specialisation is available

Master of Design - MDes
Master of Public Relations and Advertising - MPRA
8234 PR and Advertising/Design
Faculty: Faculty of Arts and Social Sciences
Campus: Kensington
Units of Credit: 144
Typical Duration: 3 Years
Specialisation Structure

Students must complete 96 UOC.

**Design Core Courses**

You must take 36 UOC of the following courses.

**SAHT9143 | 6 UOC**  
Design History and Theory 1

**SDES9203 | 6 UOC**  
Enterprise, Innovation and Creativity

**SDES9210 | 6 UOC**  
Critical Approaches to Design Practice

**SDES9211 | 6 UOC**  
Integrated Studio: Culture and Identity

**SDES9213 | 6 UOC**  
Design Studio Project A

**SDES9214 | 6 UOC**  
Design Studio Project B

**PR & Advertising Core Course**

You must take 6 UOC of the following courses.

**MDIA5028 | 6 UOC**  
Critical Perspectives in Communication

**PR & Advertising - Practice Path**

You must complete either the Research Path (18 UOC) or the Practice Path (12 UOC) or you can complete both for a total of 30 UOC. The following 12 UOC make up the
You must complete either the Research Path (18 UOC) or the Practice Path (12 UOC) or you can complete both for a total of 30 UOC. The following 18 UOC make up the Research Path.

Note: If you withdraw from the Research Path, the course ARTS5100 will be considered a prescribed elective.

### ARTS5100 | 6 UOC
Research Methods

### MDIA5008 | 12 UOC
Media Research Project

### PR & Advertising Prescribed Electives

You must take up to a maximum of 30 UOC of the following courses.

If you complete both the Practice and Research Path, you must take only 12 UOC of prescribed PR & Advertising electives.

### ARTS5503 | 6 UOC
Academic Writing for the Humanities

### LAWS8014 | 6 UOC
Defamation and the Media

### LAWS8139 | 6 UOC
Law and the Culture Industries

### LAWS8141 | 6 UOC
Censorship, Contempt and the Media

### MARK5813 | 6 UOC
New Product and Service Development
MARK5814  |  6 UOC
Digital Marketing

MARK5820  |  6 UOC
Events Management and Marketing

MARK5828  |  6 UOC
Advertising Analytics

MDIA5000  |  6 UOC
Understanding Contemporary Media

MDIA5001  |  6 UOC
Writing for Media

MDIA5002  |  6 UOC
Broadcast Journalism

MDIA5003  |  6 UOC
Online and Mobile Media

MDIA5004  |  6 UOC
Media and Public Relations

MDIA5005  |  6 UOC
Sports, Media and Culture

MDIA5006  |  6 UOC
Feature Writing

MDIA5007  |  6 UOC
Media Ethics and Law

MDIA5011  |  6 UOC
Professional Media Practices: Creating, Publishing and Publicising Digital Journalism

**MDIA5021** | 6 UOC
Advertising and Creativity

**MDIA5022** | 6 UOC
Corporate and Interpersonal Communication

**MDIA5023** | 6 UOC
Public Relations Strategy

**MDIA5024** | 6 UOC
Advertising Strategy

**MDIA5027** | 6 UOC
Understanding Digital Cultures

**MDIA5100** | 6 UOC
Industry Internship

**SDES9204** | 6 UOC
Design Studio: Insight, Processes and Communication

**Studio Areas of Practice Prescribed Electives**

You must take 12 UOC of the following courses.

**ADAD0901** | 6 UOC
Graphics and Contemporary Society

**ADAD9211** | 6 UOC
New Technologies, Traditional Techniques

**ADAD9212** | 6 UOC
Material Thinking
ADAD9311 | 6 UOC
Designing the Experience: Exhibitions and Beyond

SDES9300 | 6 UOC
Transforming the Everyday: Domestic Futures

SDES9305 | 6 UOC
Participatory Design for Commercial Contexts

SDES9311 | 6 UOC
Interaction Design Foundations

SDES9312 | 6 UOC
Interaction Design: Human-Centred Design Methods

SDES9315 | 6 UOC
Tangible Interfaces and Interactive Displays

SDES9316 | 6 UOC
Wearable and Bio-Sensing Interactions

SDES9320 | 6 UOC
Exploring 3D Visualisation

SDES9321 | 6 UOC
3D Digital Aesthetics

SDES9350 | 6 UOC
Urban Intervention: People Places and Cultural Contexts

SDES9760 | 6 UOC
Introduction to Graphics Media

SDES9761 | 6 UOC
Contemporary Typography
Research Project Maturity Requirement

The following course can only be taken in the final semester of enrolment, requires successful completion of at least 24 UOC and a minimum WAM of 75. You must have completed or be concurrently enrolled in ARTS5100 and must obtain permission from the program authority.

Enrolment Disclaimer

Unless advised otherwise by your program authority, you should follow the rules for the handbook for the year you commenced your program. You are also responsible for ensuring you enrol in courses according to your program requirements. myUNSW enrolment checks that you have met enrolment requirements such as pre-requisites for individual courses but not that a course will count towards your program requirements.
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

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Authorised by Deputy Vice-Chancellor (Academic)
CRICOS Provider Code 00098G
ABN: 57 195 873 179