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.

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

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.

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.

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.

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
Entrepreneurship, 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...
Practice Path.

MDIA5030  |  12 UOC
Brand Cultures

PR & Advertising - Research 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 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
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<tr>
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<th>Units</th>
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<tr>
<td>MARK5814</td>
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<td>Digital Marketing</td>
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<td>MARK5820</td>
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<td>Events Management and Marketing</td>
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<td>MARK5828</td>
<td>6</td>
<td>Advertising Analytics</td>
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<td>MDIA5000</td>
<td>6</td>
<td>Understanding Contemporary Media</td>
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<td>MDIA5001</td>
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<td>Writing for Media</td>
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<tr>
<td>MDIA5002</td>
<td>6</td>
<td>Broadcast Journalism</td>
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<tr>
<td>MDIA5003</td>
<td>6</td>
<td>Online and Mobile Media</td>
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<td>MDIA5004</td>
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<td>Media and Public Relations</td>
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<td>MDIA5005</td>
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<td>Sports, Media and Culture</td>
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<td>MDIA5006</td>
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<td>Feature Writing</td>
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<td>MDIA5007</td>
<td>6</td>
<td>Media Ethics and Law</td>
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<tr>
<td>MDIA5011</td>
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# Professional Media Practices: Creating, Publishing and Publicising Digital Journalism

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<tr>
<th>Code</th>
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<tr>
<td>MDIA5021</td>
<td>6</td>
<td>Advertising and Creativity</td>
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<tr>
<td>MDIA5022</td>
<td>6</td>
<td>Corporate and Interpersonal Communication</td>
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<tr>
<td>MDIA5023</td>
<td>6</td>
<td>Public Relations Strategy</td>
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<td>MDIA5024</td>
<td>6</td>
<td>Advertising Strategy</td>
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<td>MDIA5027</td>
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<td>Understanding Digital Cultures</td>
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<td>MDIA5100</td>
<td>6</td>
<td>Industry Internship</td>
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<td>SDES9204</td>
<td>6</td>
<td>Design Studio: Insight, Processes and Communication</td>
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## 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
<table>
<thead>
<tr>
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<td>Designing the Experience: Exhibitions and Beyond</td>
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<td>Transforming the Everyday: Domestic Futures</td>
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<td>SDES9305</td>
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<td>Participatory Design for Commercial Contexts</td>
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<td>SDES9311</td>
<td>6</td>
<td>Interaction Design Foundations</td>
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<td>SDES9312</td>
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<td>Interaction Design: Human-Centred Design Methods</td>
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<td>SDES9315</td>
<td>6</td>
<td>Tangible Interfaces and Interactive Displays</td>
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<td>SDES9316</td>
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<td>Wearable and Bio-Sensing Interactions</td>
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<td>SDES9320</td>
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<td>Exploring 3D Visualisation</td>
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<td>SDES9321</td>
<td>6</td>
<td>3D Digital Aesthetics</td>
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<td>SDES9350</td>
<td>6</td>
<td>Urban Intervention: People Places and Cultural Contexts</td>
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<td>SDES9760</td>
<td>6</td>
<td>Introduction to Graphics Media</td>
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<tr>
<td>SDES9761</td>
<td>6</td>
<td>Contemporary Typography</td>
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</tbody>
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SDES9762 | 6 UOC
Graphic Design for the Web

**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.

MDIA5008 | 12 UOC
Media Research Project

**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)

Pre-2019 Handbook Editions