

Academic Map: Public Relations

Department: School of Communication **Degree:** BA
Program/Major: Public Relations
Track/Emphasis: _____
Does this program require a minor? (Yes/No) Yes

Important program information in the online *Undergraduate Bulletin*:

UCA Core Requirements: <http://uca.edu/ubulletin/general-policies-information/uca-core/>
LD UCA Core Check Sheet: <http://uca.edu/academicbulletins/ld-uca-core/>
UD UCA Core Course List: <http://uca.edu/academicbulletins/ud-uca-core/>
Degree Requirements: <http://uca.edu/ubulletin/general-policies-information/degree-requirements/>
Program Description: <http://uca.edu/ubulletin/colleges-departments-programs/college-of-fine-arts-and-communication/school-of-communication/>
Course Descriptions: <http://uca.edu/ubulletin/courses/>

This degree program requires a total of 120 semester credit hours, including at least 40 upper-division credit hours.

Comparable courses in the Arkansas Course Transfer System (ACTS) are cross-referenced in the ACTS column of each semester block below; a [core link](http://uca.edu/academicbulletins/ld-uca-core/) (http://uca.edu/academicbulletins/ld-uca-core/) takes the user to the *Undergraduate Bulletin*'s UCA Lower-Division Core check sheet, where UCA Core options and ACTS course numbers are listed in full; an [acts link](http://uca.edu/academicbulletins/acts/) (http://uca.edu/academicbulletins/acts/) takes the user to the *Undergraduate Bulletin*'s ACTS page (http://uca.edu/academicbulletins/acts/) for additional information and a UCA-ACTS crosswalk.

Year 1

Fall – Semester 1 (credit hours: 15)

| SUBJ | NUM | TITLE | SCH | ACTS |
|------|------|---|-----|---------------------------|
| WRTG | 1310 | Introduction to College Writing | 3 | ENGL1013 |
| COMM | 1300 | Principles of Communication [formerly SPCH 1300] ¹ | 3 | SPCH1003 |
| | | LD UCA Core Requirement ² | 3 | core link |
| | | LD UCA Core Requirement ² | 3 | core link |
| | | LD UCA Core Requirement ² | 3 | core link |

Spring – Semester 2 (credit hours: 15)

| SUBJ | NUM | TITLE | SCH | ACTS |
|--------------|--------------|--|-----|---|
| WRTG ENGL | 1320 1320 | Academic Writing and Research or Interdisciplinary Writing and Research or Other approved alternative ² | 3 | ENGL1023 ENGL1023 core link |
| | | LD UCA Core Requirement ² | 3 | core link |
| | | LD UCA Core Requirement ² | 3 | core link |
| | | LD UCA Core Requirement ² | 3 | core link |
| | | LD UCA Core Requirement ² | 3 | core link |

Year 2**Fall – Semester 3 (credit hours: 16)**

| SUBJ | NUM | TITLE | SCH | ACTS |
|------|------|--|-----|---------------------------|
| PRLS | 2305 | Introduction to Public Relations | 3 | |
| COMM | 2308 | Perspectives in Communication | 3 | |
| | | LD UCA Core Requirement (Critical Inquiry: Natural Science) ² | 4 | core link |
| | | General Elective | 3 | |
| | | General Elective | 3 | |

Spring – Semester 4 (credit hours: 16)

| SUBJ | NUM | TITLE | SCH | ACTS |
|------|------|--|-----|---------------------------|
| JOUR | 2300 | Beginning Reporting | 3 | |
| COMM | 2313 | Introduction to Communication Research | 3 | |
| | | Minor Elective ³ | 3 | |
| | | LD UCA Core Requirement (Critical Inquiry: Natural Science) ² | 4 | core link |
| | | General Elective | 3 | |

Year 3**Fall – Semester 5 (credit hours: 15)**

| SUBJ | NUM | TITLE | SCH | ACTS |
|------|--------------|---|-----|---------------------------|
| PRLS | 3305 | Public Relations Techniques | 3 | |
| JOUR | 3305 | Publication Design and Makeup | 3 | |
| COMM | 3312 3308 | Persuasion or Argumentation and Advocacy | 3 | |
| | | Foreign Language (2000-level) ⁴ | 3 | acts link |
| | | Minor Elective ³ | 3 | |

Spring – Semester 6 (credit hours: 15)

| SUBJ | NUM | TITLE | SCH | ACTS |
|------|------|--|-----|------|
| PRLS | 3310 | Writing for Public Relations (UD UCA Core: D) | 3 | |
| MCOM | 3301 | Media Law and Ethics | 3 | |
| COMM | 3301 | Organizational Communication (UD UCA Core: C, R) | 3 | |
| | | Minor Elective ³ | 3 | |
| | | Minor Elective ³ | 3 | |

Year 4**Fall – Semester 7 (Credit hours: 15)**

| SUBJ | NUM | TITLE | SCH | ACTS |
|------|------|---|-----|------|
| PRLS | 4305 | Public Relations Cases and Campaigns (UD UCA Core: Z) | 3 | |
| | | Major Elective | 3 | |
| | | Minor Elective ³ | 3 | |
| | | Minor Elective ³ | 3 | |
| | | General Elective | 3 | |

Spring – Semester 8 (Credit hours: 13)

| SUBJ | NUM | TITLE | SCH | ACTS |
|------|------|--|-----|------|
| PRLS | 4308 | Public Relations Management (UD UCA Core: I) | 3 | |
| | | Minor Elective ³ | 3 | |
| | | Minor Elective ³ | 3 | |
| | | General Elective | 3 | |
| | | General Elective | 1 | |

 SIGNED – DEPARTMENT CHAIR

 DATE

 SIGNED – COLLEGE DEAN

 DATE

To be completed by the advisor when an Eight-Semester plan is accepted by the student:

If applicable, has student selected a minor? Type “x” as appropriate. No Yes

If “yes,” specify: _____

Notes

¹ COMM 1300 and SPCH 1300 are the same course. Take only one of them.

² See appropriate choices, alternatives, or substitutions under “UCA Core” in the *Undergraduate Bulletin*. During the first year, a student must complete a UCA Core course designated as a First-Year Seminar (FYS) in Critical Inquiry, Diversity, or Responsible Living. An approved UCA Core lab science and an approved UCA Core math course should be taken in the first two years if possible.

The student will also need to complete major, minor, or general elective courses designated as fulfilling the upper-division and capstone requirements of the UCA Core. See entries in this Academic Map for courses within the major that fulfill the UD UCA Core requirements.

³ This Academic Map (AMAP) includes 24 hours in the Minor field of study. Minor requirements range from 15 to 27 credit hours. Depending on the Minor selected, the student will need to adjust the number of general electives and Minor elective credit hours in this plan.

⁴ Students with no previous experience with a foreign language may need to enroll in up to six hours of lower-level instruction to prepare for this requirement. These courses are not included in this plan of study.