

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) ¹	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 ²	3	
		LD UCA Core Requirement (Critical Inquiry: Natural Science) ¹	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) ³	3	acts link
		Minor Elective ²	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 ²	3	
		Minor Elective ²	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 ²	3	
		Minor Elective ²	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 ²	3	
		Minor Elective	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 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.

² 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.

³ 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. Please note that such need voids the guaranteed Eight-Semester plan.