

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: <https://uca.edu/ubulletin/general-policies-information/uca-core/>
LD UCA Core Check Sheet: <https://uca.edu/academicbulletins/ld-uca-core/>
UD UCA Core Course List: <https://uca.edu/academicbulletins/ud-uca-core/>
Degree Requirements: <https://uca.edu/ubulletin/general-policies-information/degree-requirements/>
Program Description: <https://uca.edu/ubulletin/colleges-departments-programs/college-of-fine-arts-and-communication/school-of-communication/>
Course Descriptions: <https://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](https://uca.edu/academicbulletins/ld-uca-core/) (https://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](#) takes the user to the *Undergraduate Bulletin's* ACTS page (https://uca.edu/academicbulletins/acts/) for additional information and a UCA-ACTS crosswalk.

Scholarship recipients: Please be aware of eligibility criteria for your scholarship(s). In particular, pay attention to (1) the enrollment requirements each semester for disbursement of your scholarship(s) and (2) the number of hours and GPA required each semester and/or year for renewal of your scholarship(s). Some Academic Maps may suggest enrollment in fewer hours than required for disbursement of your scholarship(s). In such cases, work with your academic advisor to adjust your schedule to meet requirements most efficiently. Contact the Office of Student Financial Aid at (501) 450-3140 with any questions regarding enrollment/renewal requirements of your scholarship(s). For online information resources, see endnote ¹.

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] ²	3	SPCH1003
		LD UCA Core Requirement ³	3	core link
		LD UCA Core Requirement ³	3	core link
		LD UCA Core Requirement ³	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 ³	3	ENGL1023 ENGL1023 core link
		LD UCA Core Requirement ³	3	core link
		LD UCA Core Requirement ³	3	core link

SUBJ	NUM	TITLE	SCH	ACTS
		LD UCA Core Requirement ³	3	core link
		LD UCA Core Requirement ³	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) ³	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 ⁴	3	
		LD UCA Core Requirement (Critical Inquiry: Natural Science) ³	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) ⁵	3	acts link
		Minor Elective ⁴	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 ⁴	3	
		Minor Elective ⁴	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	

SUBJ	NUM	TITLE	SCH	ACTS
		Major Elective	3	
		Minor Elective ⁴	3	
		Minor Elective ⁴	3	
		General Elective	3	

Spring – Semester 8 (Credit hours: 13)

SUBJ	NUM	TITLE	SCH	ACTS
PRLS	4308	Social Media Management (UD UCA Core: I)	3	
		Minor Elective ⁴	3	
		Minor Elective ⁴	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 online information resources for UCA scholarships at <https://uca.edu/scholarships/> and for state scholarships at <https://scholarships.adhe.edu/scholarships-and-programs/a-z/>.

² COMM 1300 and SPCH 1300 are the same course. Take only one of them.

³ 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.

⁴ 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.

⁵ 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.