

## 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/ca/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* Lower-Division (LD) UCA Core check sheet, where UCA Core options and ACTS course numbers are listed in full; an [acts link](https://uca.edu/academicbulletins/acts/) 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 <sup>1</sup>.

### Year 1

#### Fall – Semester 1 (credit hours: 15)

| SUBJ | NUM  | TITLE                                | SCH | ACTS                      |
|------|------|--------------------------------------|-----|---------------------------|
| WRTG | 1310 | Introduction to College Writing      | 3   | <a href="#">ENGL1013</a>  |
| COMM | 1300 | Principles of Communication          | 3   | <a href="#">SPCH1003</a>  |
|      |      | LD UCA Core Requirement <sup>2</sup> | 3   | <a href="#">core link</a> |
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|      |      | LD UCA Core Requirement <sup>2</sup> | 3   | <a href="#">core link</a> |

#### Spring – Semester 2 (credit hours: 16)

| SUBJ         | NUM          | TITLE  | SCH | ACTS  |
|--------------|--------------|--|-----|---|
| WRTG<br>ENGL | 1320<br>1320 | Academic Writing and Research or<br>Interdisciplinary Writing and Research or<br>Other approved alternative <sup>2</sup> | 3   | <a href="#">ENGL1023</a><br><a href="#">ENGL1023</a><br><a href="#">core link</a> |
|              |              | LD UCA Core Requirement (Critical Inquiry: Natural Science) <sup>2</sup>   | 4   | <a href="#">core link</a>   |
|              |              | LD UCA Core Requirement <sup>2</sup>   | 3   | <a href="#">core link</a>   |

| SUBJ | NUM | TITLE                                | SCH | ACTS                      |
|------|-----|--------------------------------------|-----|---------------------------|
|      |     | LD UCA Core Requirement <sup>2</sup> | 3   | <a href="#">core link</a> |
|      |     | LD UCA Core Requirement <sup>2</sup> | 3   | <a href="#">core link</a> |

## Year 2

### Fall – Semester 3 (credit hours: 16)

| SUBJ | NUM  | TITLE  | SCH | ACTS                      |
|------|------|--|-----|---------------------------|
| PRLS | 2305 | Introduction to Public Relations   | 3   |                           |
| JOUR | 2300 | Beginning Reporting  | 3   |                           |
|      |      | LD UCA Core Requirement (Critical Inquiry: Natural Science) <sup>2</sup> | 4   | <a href="#">core link</a> |
|      |      | General Elective   | 3   |                           |
|      |      | General Elective   | 3   |                           |

### Spring – Semester 4 (credit hours: 16)

| SUBJ | NUM  | TITLE                                     | SCH | ACTS                      |
|------|------|---|-----|---------------------------|
| COMM | 2313 | Introduction to Communication Research    | 3   |                           |
| PRLS | 3101 | PR Applications: Punctuation and AP Style | 1   |                           |
|      |      | Minor Elective <sup>3</sup>               | 3   |                           |
|      |      | LD UCA Core Requirement <sup>2</sup>      | 3   | <a href="#">core link</a> |
|      |      | General Elective                          | 3   |                           |
|      |      | General Elective                          | 3   |                           |

## Year 3

### Fall – Semester 5 (credit hours: 16)

| SUBJ         | NUM          | TITLE  | SCH | ACTS                      |
|--------------|--------------|--|-----|---------------------------|
| PRLS         | 3105         | PR Applications: Photography   | 1   |                           |
| PRLS         | 3305         | Public Relations Techniques  | 3   |                           |
| JOUR<br>WRTG | 3305<br>3305 | Publication Design and Makeup <b>or</b><br>Writing as Information Design | 3   |                           |
| COMM         | 3301         | Organizational Communication [UD UCA Core: C, R]                         | 3   |                           |
|              |              | Foreign Language (2000-level) <sup>4</sup>                               | 3   | <a href="#">acts link</a> |
|              |              | Minor Elective <sup>3</sup>  | 3   |                           |

### Spring – Semester 6 (credit hours: 13)

| SUBJ | NUM  | TITLE   | SCH | ACTS |
|------|------|---|-----|------|
| PRLS | 3103 | PR Applications: Professional Skills          | 1   |      |
| PRLS | 3310 | Writing for Public Relations [UD UCA Core: C] | 3   |      |
| MCOM | 3301 | Media Law and Ethics [UD UCA Core: D, R]      | 3   |      |
|      |      | Minor Elective <sup>3</sup>                   | 3   |      |
|      |      | Minor Elective <sup>3</sup>                   | 3   |      |

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

| SUBJ | NUM  | TITLE   | SCH | ACTS |
|------|------|---|-----|------|
| PRLS | 4308 | Social Media Management [UD UCA Core: I]        | 3   |      |
| PRLS | 4312 | Multicultural Public Relations [UD UCA Core: D] | 3   |      |
|      |      | Major Elective                                  | 3   |      |
|      |      | Minor Elective <sup>3</sup>                     | 3   |      |
|      |      | Minor Elective <sup>3</sup>                     | 3   |      |

**Spring – Semester 8 (Credit hours: 13)**

| SUBJ | NUM  | TITLE   | SCH | ACTS |
|------|------|---|-----|------|
| PRLS | 3107 | PR Applications: Portfolio                            | 1   |      |
| PRLS | 4305 | Public Relations Cases and Campaigns [UD UCA Core: Z] | 3   |      |
|      |      | Minor Elective <sup>3</sup>                           | 3   |      |
|      |      | Minor Elective <sup>3</sup>                           | 3   |      |
|      |      | General Elective                                      | 3   |      |

\_\_\_\_\_  
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**

<sup>1</sup> 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/>.

<sup>2</sup> 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.

<sup>3</sup> This Academic Map (AMAP) includes 24 hours in the Minor field of study. Minor requirements range from 15 to 26 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.

<sup>4</sup> 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.