

Academic Map: Communication

Department: School of Communication **Degree:** BS
Program/Major: Communication
Track/Emphasis: _____
Does this program require a minor? (Yes/No) Yes¹

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 2.

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 (LD UCA Core: Effective Communication)	3	core link
		First Year Seminar or LD UCA Core Requirement	3	core link
MATH	1360	Quantitative Literacy ³	3	MATH1113
		LD UCA Core Requirement	3	core link

Spring – Semester 2 (credit hours: 16)

SUBJ	NUM	TITLE	SCH	ACTS
WRTG ENGL	1320 1320	Academic Writing and Research (preferred) or Interdisciplinary Writing and Research or Other approved alternative	3	ENGL1023 ENGL1023 core link
		LD UCA Core Requirement or First Year Seminar if needed	3	core link
COMM	2308	Perspectives in Communication (LD UCA Core: Diversity)	3	core link
PRLS	2305	Introduction to Public Relations ⁴ (LD UCA Core: Critical Inquiry, Social Sciences)	3	core link

SUBJ	NUM	TITLE	SCH	ACTS
		LD UCA Core Requirement (Critical Inquiry, Lab Science)	4	core link

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

SUBJ	NUM	TITLE	SCH	ACTS
COMM	2313	Introduction to Communication Research	3	
		General Elective	3	core link
		LD UCA Core Requirement (Critical Inquiry, Lab Science)	4	core link
MCOM	1300	Media and Society (LD UCA Core: Responsible Living) <u>or</u> Other LD UCA Core	3	core link
		LD UCA Core Requirement	3	acts link

Spring – Semester 4 (credit hours: 15 / 16)

SUBJ	NUM	TITLE	SCH	ACTS
COMM	3312	Strategic Message Design	3	
COMM	3301	Organizational Communication	3	
		BS Communication, Related Course Requirements ⁵	3 / 4	
WRID	2325	Introduction to Rhetoric (LD UCA Core: Critical Inquiry, Humanities) <u>or</u> Other LD UCA Core	3	core link
		Minor Elective	3	

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

SUBJ	NUM	TITLE	SCH	ACTS
COMM	3310	Advanced Public Speaking	3	
		Elective BS Communication Course	3	
		Minor Elective	3	
		Minor Elective	3	
		General Elective	3	

Spring – Semester 6 (credit hours: 15)

SUBJ	NUM	TITLE	SCH	ACTS
COMM	3307	Interpersonal Communication	3	
		BS Communication, Related Course Requirement ⁵	3 / 4	
		Minor Elective	3	
		Minor Elective	3	
		General Elective	3 / 2	

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

SUBJ	NUM	TITLE	SCH	ACTS
COMM	4315	Communication and Leadership	3	
WRID PRLS	4308 4305	Writing for Change <u>or</u> PR Cases and Campaigns	3	

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

Spring – Semester 8 (Credit hours: 13 / 12)

SUBJ	NUM	TITLE	SCH	ACTS
COMM	4130	Communication Practicum (UD UCA Core: Z)	1	
COMM	4318	Crisis Communication	3	
		Minor Elective	3	
		General Elective (any combination of courses)	6 / 5	

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?

_____ **No** _____ **Yes**

If “yes,” specify: _____

Notes

¹ This AMAP reserves 21 credit hours (seven courses) for a minor. Credit-hour requirements for minors at UCA range from 15 to 26. Depending on the student’s choice of a minor, then, the number of minor and general elective hours may need to be adjusted.

² 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/>.

³ MATH 1360 should be completed in the first year in either the first or the second semester. Students who have already earned credit for another 1000-level MATH course (i.e., concurrent credit, CLEP, AP, transfer, etc.) may substitute that course for MATH 1360. However, a student who has not completed a 1000-level MATH course must enroll in MATH 1360.

In addition to lower-division (LD) UCA Core requirements—including a First-Year Seminar—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 the [School of Communication](#) page in the *Undergraduate Bulletin* for courses within the major that fulfill the UD UCA Core requirements.

⁴ PRLS 2305 fulfills both a requirement in the BS in Communication and a Social Science requirement in the LD UCA Core.

⁵ Students have two options for completing the Bachelor of Science (BS) Course Related Requirements:

Option 1: In addition to the Lower-Core requirements in mathematics and science, the first option for the Bachelor of Science degree in Communication requires the completion of two courses in mathematics (MATH) or two courses in laboratory science (e.g., BIOL, CHEM, etc.) or any combination of the two (e.g., one MATH and one BIOL).

Option 2: The second option requires the completion of one of the following courses in statistical methods (PSYC 2300 Psychology Statistics, PSCI 2312 Statistical Methods for Political Analysis, or SOC 2321 Social Statistics) **and** PRLS 3315 Applied Research Methods in Public Relations. Please note that no credit will be awarded in more than one introductory statistics course. The statistics courses listed above are preferred and should be chosen if a student has not completed another introductory statistics course, but a student who has successfully completed another introductory statistics course—at UCA, the

Notes – *continued*

following are also offered: GEOG 2330, MATH 2311, CISA 2330—may present that course in partial fulfillment of the BS Communication Related Course Requirement, Option 2.