

Academic Map: Public Relations, Analytical Competence Emphasis

Department: School of Communication **Degree:** BA
Program/Major: Public Relations
Track/Emphasis: Analytical Competence Emphasis¹
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 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	3	SPCH1003
		First Year Seminar or Other LD UCA Core ³	3	core link
MCOM	1300	Media and Society (LD UCA Core: Responsible Living) ³	3	core link
MATH	1360	Quantitative Literacy ⁴	3	MATH1113

Spring – Semester 2 (credit hours: 16)

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 (Critical Inquiry: Lab Science) ³	4	core link

SUBJ	NUM	TITLE	SCH	ACTS
PRLS	2305	Introduction to Public Relations (LD UCA Core: Social Science) or First Year Seminar if needed ³	3	core link
COMM	2308	Perspectives in Communication (LD UCA Core: Creative Works & World Cultures) ³	3	core link
		LD UCA Core ³	3	core link

Year 2

Fall – Semester 3 (credit hours: 16)

SUBJ	NUM	TITLE	SCH	ACTS
WRID	2325	Introduction to Rhetoric (LD UCA Core: Fine Arts/Humanities)	3	
JOUR	2300	Beginning Reporting	3	
		LD UCA Core (Critical Inquiry: Lab Science) ³	4	core link
		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 ⁵	3	
		LD UCA Core ³	3	core link
		Statistics (QMTM 2330, PSCI 2312, PSYC 2330 or SOC 2321) ¹	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	3305	Publication Design and Makeup or	3	
WRID	3305	Writing as Information Design		
COMM	3301	Organizational Communication [UD UCA Core: C, R]	3	
		Minor Elective ⁵	3	
		Minor Elective ⁵	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	
PRLS	3315	Applied Research Methods in Public Relations ¹	3	
		Minor Elective ⁵	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 ⁵	3	
		Minor Elective ⁵	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 ⁵	3	
		Minor Elective ⁵	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?

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

If “yes,” specify: _____

Notes

¹ Students must complete one approved introductory statistics course (CISA 2330 Business Statistics, PSCI 2312 Statistical Methods for Political Analysis, PSYC 2330 Psychological Statistics, or SOC 2321 Social Statistics); AND complete PRLS 3315 Applied Research Methods in Public Relations.

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 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 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 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.

Notes – *continued*

⁵ 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.