

## Academic Map: Public Relations, Global Competence Track

**Department:** School of Communication      **Degree:** BA  
**Program/Major:** Public Relations  
**Track/Emphasis:** Global Competence Emphasis<sup>1</sup>  
**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	<a href="#">ENGL1013</a>
COMM	1300	Principles of Communication	3	<a href="#">SPCH1003</a>
		First Year Seminar or Other LD UCA Core <sup>3</sup>	3	<a href="#">core link</a>
MCOM	1300	Media and Society (LD UCA Core: Responsible Living) <sup>3</sup>	3	<a href="#">core link</a>
MATH	1360	Quantitative Literacy <sup>4</sup>	3	<a href="#">MATH1113</a>

#### 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 <sup>3</sup>	3	<a href="#">ENGL1023</a> <a href="#">ENGL1023</a> <a href="#">core link</a>
		LD UCA Core (Critical Inquiry: Lab Science) <sup>3</sup>	4	<a href="#">core link</a>

SUBJ	NUM	TITLE	SCH	ACTS
PRLS	2305	Introduction to Public Relations (LD UCA Core: Social Science) <sup>3</sup>	3	<a href="#">core link</a>
		LD UCA Core Requirement or First Year Seminar if needed <sup>3</sup>	3	<a href="#">core link</a>
COMM	2308	Perspectives in Communication (LD UCA Core: Creative Works & World Cultures) <sup>3</sup>	3	<a href="#">core link</a>

**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 (Lab Science) <sup>3</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>5</sup>	3	
		LD UCA Core <sup>3</sup>	3	<a href="#">core link</a>
		Foreign Language (2000-level) <sup>6</sup>	3	<a href="#">acts link</a>
		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 <b>or</b>	3	
WRID	3305	Writing as Information Design		
COMM	3301	Organizational Communication [UD UCA Core: C, R]	3	
		General Elective	3	
		Minor Elective <sup>5</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>5</sup>	3	
		Minor Elective <sup>5</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>5</sup>	3	
		Minor Elective <sup>5</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>5</sup>	3	
		Minor Elective <sup>5</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> Students must complete six (6) hours in a single foreign language at the 1000-level or three (3) hours at the 2000-level or above (excluding 2340 and 2V12) in a foreign language.

Students with no prior language experience should enroll in SPAN 1310, FREN 1310, GERM 1310, JAPN 1310, or CHIN 1410. Students with previous language experience (including high school courses) should take the placement exam administered by the School of Language and Literature and enroll in the level of their placement. Students may apply for up to six (6) hours of credit by examination in Spanish, French, German, or Japanese and up to 8 hours in Chinese for coursework below the level of placement as outlined in the Placement and Credit by Examination policy.

In cases of unusually thorough preparation, or in the case of international students, exemption may be sought from the School of Language and Literature.

<sup>2</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>3</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 should be taken in the first two years if possible.

*Notes – continued*

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>4</sup> 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.

<sup>5</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>6</sup> Students with no previous experience with a foreign language may instead enroll in six hours of 1000-level instruction to satisfy this requirement. These courses are not included in this plan of study. Please note that choosing this option will require adjustment of the general elective hours in this AMAP.

Students who have prior language experience in Spanish, French, or German that is not AP language credit should take the free language placement exam from any computer by visiting <https://uca.edu/wlan/placement/> before registering for classes and enroll in the level of their placement. If they have prior language experience in Chinese or Japanese, students should email [lllc@uca.edu](mailto:lllc@uca.edu) for placement. A student's placement might also qualify them to apply for "Credit by Examination"—college credit for previous coursework—after passing their first language course. Email [lllc@uca.edu](mailto:lllc@uca.edu) to learn more.

The Academic Advising Center and the Department of Languages, Linguistics, Literatures, and Cultures recommend that students complete the foreign language requirement as early as possible in their program in order not to lose fluency gained in high school.