

B.A./B.S. IN PUBLIC RELATIONS

(39 Hours)

~Please Note~

The SPCH prefix on all previous check sheets officially changes to COMM effective Fall 2015.

NOTE: Course prerequisites are listed in parentheses.
Prerequisites must be completed BEFORE enrollment in other courses.

CORE COURSES: 18 Hours

		Term
PRLS 2305	Introduction to Public Relations	_____
COMM 2308	Perspectives in Communication (COMM 1300)	_____
COMM 2313	Introduction to Communication Research (COMM 1300)	_____
COMM 3301	Organizational Communication [C, R] (COMM 2308)	_____
COMM 3308	Argumentation and Advocacy (COMM 2308)	_____
OR		
COMM 3312	Persuasion (COMM 2308)	_____
MCOM 3301	Media Law and Ethics [D, R] (JOUR 2300 or consent of instructor)	_____

APPLICATION COURSES: 18 Hours

JOUR 2300	Beginning Reporting (WRTG 1320)	_____
JOUR 3305	Publication Design and Makeup (JOUR 2300)	_____
PRLS 3305	Public Relations Techniques (COMM 2308, PRLS 2305)	_____
PRLS 3310	Writing for Public Relations [D] (JOUR 2300, PRLS 2305)	_____
PRLS 4305	Public Relations Cases and Campaigns [Z] (COMM 2308, PRLS 3310)	_____
PRLS 4308	Public Relations Management [I] (COMM 2308, PRLS 3305)	_____

ELECTIVE COURSES: 3 Hours

PRLS 3V21	Public Relations Internship (1-4 credit hours, Internship Committee Approval)	_____
PRLS 4V80	Directed Study in Public Relations (1-3 credit hours, Chair Approval)	_____
PRLS 4310	Nonprofit Public Relations (COMM 2308, PRLS 3305)	_____
PRLS 4312	Multicultural Public Relations (COMM 2308, PRLS 3305)	_____
PRLS 4316	Special Topics in Public Relations (COMM 2308, PRLS 3305)	_____
COMM 3310	Advanced Public Speaking (COMM 1300)	_____
COMM 3330	Event Planning (COMM 1300)	_____
COMM 3341	Small Group Communication (COMM 2308, 2313)	_____
COMM 3370	Intercultural Communication (COMM 2308)	_____
COMM 4315	Communication and Leadership (COMM 2308)	_____
COMM 4318	Crisis Communication (COMM 2308, 2313)	_____
COMM 4325	Health Communication (COMM 2308)	_____
COMM 4334	Political Communication (COMM 2308, 2313)	_____

Summary of University Requirements: (plus requirements for residency, minor, etc., as applicable)

_____ Completion of B.A./B.S. Requirements _____ 120 Semester Hours Total (minimum)

_____ Completion of UCA Lower Core Requirements _____ 40 Hours at 3000-4000 Level

_____ Completion of UCA Upper Core Requirements:

D=Diversity, I=Critical Inquiry, C=Communication, R=Responsible Living, Z=Capstone Experience