**School of Communication University of Central Arkansas**

**B.A./B.S. IN PUBLIC RELATIONS (40 Hours)**

**CORE COURSES: 15 Hours**

PRLS 2305 Introduction to Public Relations

COMM 2313 Introduction to Communication Research (COMM 1300)

COMM 3301 Organizational Communication [C, R](PRLS 2305)

MCOM 3301 Media Law and Ethics [D, R] (JOUR 2300 or consent of instructor)

PRLS 4312 Multicultural Public Relations [D] (PRLS 2305)

**APPLICATION COURSES: *22* Hours**

PRLS 3101 PR Applications: Grammar and Style

PRLS 3103 PR Applications: Professional Skills

PRLS 3105 PR Applications: Photography

PRLS 3107 PR Applications: Portfolio

JOUR 2300 Beginning Reporting (WRTG 1320)

JOUR 3305 Publication Design and Makeup (JOUR 2300)

OR WRTG 3305 Writing as Information Design

PRLS 3305 Public Relations Techniques (PRLS 2305)

PRLS 3310 Writing for Public Relations [C] (JOUR 2300, PRLS 2305)

PRLS 4305 Public Relations Cases and Campaigns [Z] (PRLS 3310)

PRLS 4308 Social Media Management [I] (PRLS 3305)

**ELECTIVE COURSES: 3 Hours**

***Public Relations***

PRLS 3V21 Public Relations Internship (1-4 credit hours, Internship Committee Approval)

PRLS 4V80 Directed Study in Public Relations (1-3 credit hours, Director Approval)

PRLS 4310 Nonprofit Public Relations (PRLS 3305)

PRLS 4316 Special Topics in Public Relations (PRLS 3305)

***Communication***

COMM 3307 Interpersonal Communication [D]

COMM 3310 Advanced Public Speaking (COMM 1300)

COMM 3330 Event Planning (COMM 1300)

***Journalism***

JOUR 2325 Principles of Online Journalism

JOUR 3308 News Editing

JOUR 3345 Online Publishing I

JOUR 3346 Online Publishing II

JOUR 4313 Writing for Electronic Media

***Professional Writing***

WRTG 3305 Writing as Information Design

WRTG 3310 Technical Writing [C]

WRTG 3315 Writing Center Practicum

WRTG 4308 Writing for Change [Z]