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	*(MCOM 1300* ***OR*** *PRLS 2305 & COMM 2308)*	_____

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	International Public Relations	*(COMM 2308, PRLS 3305)*	_____
PRLS 4316	Special Topics in Public Relations	*(COMM 2308, PRLS 3305)*	_____
COMM 3103	Communication Applications	*(May be repeated for up to 6 credit hours)*	_____
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