

MAJOR in Public Relations (40 hours)

University of Central Arkansas School of Communication

START (12 hours)

		Prerequisites
PRLS 2305	Introduction to Public Relations	
COMM 2313	Introduction to Communication Research	COMM 1300
JOUR 2300	Beginning Reporting	WRTG 1320
PRLS 3101	PR Applications: Punctuation and AP Style (1 hour)	

SKILLS (11 hours)

		Prerequisites
PRLS 3103	PR Applications: Professional Skills (1 hour)	PRLS 2305
PRLS 3105	PR Applications: Photography (1 hour)	
PRLS 3305	Public Relations Techniques	PRLS 2305
PRLS 3310	Writing for Public Relations [C]	JOUR 2300, PRLS 2305
<i>Choose One:</i>		
JOUR 3305	Publication Design and Makeup	JOUR 2300
WRTG 3305	Writing as Information Design	

STRATEGY (12 hours)

		Prerequisites
COMM 3301	Organizational Communication [C, R]	PRLS 2305
MCOM 3301	Media Law and Ethics [D, R]	JOUR 2300
PRLS 4308	Social Media Management [I]	PRLS 2305
PRLS 4312	Multicultural Public Relations [D]	PRLS 2305

CAPSTONE (4 hours)

		Prerequisites
PRLS 3107	PR Applications: Portfolio (1 hour)	PRLS 3305, 3310
PRLS 4305	Public Relations Cases and Campaigns [Z]	PRLS 3310

PLUS ONE (Elective; 3 hours)

		Prerequisites
PRLS 3V21	Public Relations Internship (1-4 hours)	Internship Cmte Approval
PRLS 4V80	Directed Study in Public Relations (1-3 hours)	Director Approval
PRLS 4310	Nonprofit Public Relations	PRLS 2305
PRLS 4316	Special Topics in Public Relations	PRLS 2305

Communication Electives

COMM 3307 – Interpersonal Communication
COMM 3310 – Advanced Public Speaking
COMM 3330 – Event Planning

Journalism Electives

JOUR 2325 – Principles of Online Journalism
JOUR 3308 – News Editing
JOUR 3345/46 – Online Publishing
JOUR 4313 – Writing for Electronic Media

Writing Electives

WRTG 3305 – Writing for Information Design
WRTG 3310 – Technical Writing
WRTG 3315 – CWC Practicum
WRTG 4308 – Writing for Change