

# MAJOR in Public Relations

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University of Central Arkansas School of Communication

## WHAT ARE WE ABOUT?

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- UCA's public relations program is a **collaborative, service learning**-focused curriculum that equips students with both **practical skills** to **get jobs as professional communicators**, and the **strategic theory** necessary to turn those into **thriving careers** helping people and organizations **find their voice**.

## WHAT DO WE DO?

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- **Real work for real clients:** From the very first class to your senior capstone, our coursework has real-world impact for nonprofits on campus, in our local community and around the world.
- **Sharpen your skills:** With practical classes in writing, photography, graphic design, professionalism and other PR techniques.
- **Expand your network:** Meet leading professionals through our speaker series, Public Relations Student Society of America chapter, agency tours in Little Rock and a portfolio review with a practicing PR pro before you hit the job market.
- **Broaden your horizons:** With courses on nonprofits, public affairs, ethics and multiculturalism in PR. Plus, some of the best courses from our other School of Communication degree programs.

## WHERE DO WE GO?

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- Our students are **leaders on campus** – running student government, student activities, Greek organizations, campus ministries and more.
- Our students land **internships and fellowships** that get them in the door here in Arkansas, or take them around the country. You'll find UCA PR grads working from New York to California, and plenty of places in between.
- Graduates **advocate** on behalf of businesses, nonprofit organizations, government agencies and public figures in entertainment, politics and sports.

## WHAT ELSE?

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- **Questions?** Contact program coordinator Dr. Dylan McLemore, [dmclemore@uca.edu](mailto:dmclemore@uca.edu)