

## SAMPLE DEGREE PLAN

### Bachelor of Arts, Public Relations, Analytical Competence Emphasis

This degree program requires a total of **120 credit hours (CH)**, including 38 credit hours of the lower-division (LD) UCA Core and 40 credit hours of upper-division (3000- and 4000-level) courses. This sample degree plan demonstrates how a first-time entering freshman with no college credit can earn the degree in eight semesters. The upper-division UCA Core must be met using major, minor, or general elective courses. For general and specific degree requirements, please see the *Undergraduate Bulletin* at <https://uca.edu/ubulletin>. Consult your academic advisor for appropriate substitutions and additional information.

This degree is offered as an eight-semester degree completion program. Eligible students who follow this degree plan and complete all general and specific degree requirements in the *Undergraduate Bulletin* of the year in which they were admitted will earn this degree in eight semesters. For eligibility requirements, see <https://uca.edu/ubulletin/degreeplans/> for more information.

#### Year 1

| Fall — Semester 1   |           | Spring — Semester 2  |           |
|---|-----------|--|-----------|
| Courses   | CH        | Courses  | CH        |
| WRTG 1310 Introduction to College Writing or<br>Other approved Writing Foundation alternative | 3         | WRTG 1320 Academic Writing & Research or<br>ENGL 1320 Interdisciplinary Writing & Research or<br>Other approved Research and Writing alternative | 3         |
| COMM 1300 Principles of Communication   | 3         | LD UCA Core Lab Science  | 4         |
| MATH 1360 Quantitative Literacy or<br>Other LD UCA Core Course                                | 3         | MATH 1360 Quantitative Literacy (if not taken) or<br>Other LD UCA Core Course  | 3         |
| LD UCA Core First-Year Seminar or<br>Other LD UCA Core Course                                 | 3         | LD UCA Core First-Year Seminar (if not taken) or<br>Other LD UCA Core Course   | 3         |
| LD UCA Core Course  | 3         | PRLS 2305 Introduction to Public Relations   | 3         |
| <b>Total</b>  | <b>15</b> | <b>Total</b>   | <b>16</b> |

#### Year 2

| Fall — Semester 3             |           | Spring — Semester 4                                    |           |
|-------------------------------|-----------|--|-----------|
| Courses                       | CH        | Courses  | CH        |
| JOUR 2300 Beginning Reporting | 3         | COMM 2313 Introduction to Communication<br>Research    | 3         |
| LD UCA Core Course            | 3         | PRLS 3101 PR Applications: Punctuation and AP<br>Style | 1         |
| LD UCA Core Lab Science       | 4         | LD UCA Core Course                                     | 3         |
| General Elective              | 3         | Introductory Statistics Course <sup>1</sup>            | 3         |
| General Elective              | 3         | Minor Course   | 3         |
|                               |           | General Elective                                       | 3         |
| <b>Total</b>                  | <b>16</b> | <b>Total</b>   | <b>16</b> |

<sup>1</sup> Complete one approved introductory statistics course (CISA 2330 Business Statistics, PSCI 2312 Statistical Methods for Political Analysis, PSYC 2330 Psychological Statistics, or SOC 2321 Social Statistics).

**Year 3**

| Fall — Semester 5  |           | Spring — Semester 6                                    |           |
|--|-----------|--|-----------|
| Courses  | CH        | Courses  | CH        |
| PRLS 3105 PR Applications: Photography   | 1         | PRLS 3103 PR Applications: Professional Skills         | 1         |
| PRLS 3305 Public Relations Techniques  | 3         | PRLS 3310 Writing for Public Relations                 | 3         |
| JOUR 3305 Publication Design and Makeup <u>or</u><br>WRID 3305 Writing as Information Design | 3         | MCOM 3301 Media Law and Ethics                         | 3         |
| COMM 3301 Organizational Communication   | 3         | PRLS 3315 Applied Research Methods in Public Relations | 3         |
| Minor Course   | 3         | Minor Course   | 3         |
| Minor Course   | 3         |  |           |
| <b>Total</b>   | <b>16</b> | <b>Total</b>   | <b>13</b> |

**Year 4**

| Fall — Semester 7                                     |           | Spring — Semester 8                                   |           |
|---|-----------|---|-----------|
| Courses   | CH        | Courses   | CH        |
| PRLS 4308 Social Media Management                     | 3         | PRLS 3107 PR Applications: Portfolio                  | 1         |
| PRLS 4312 Multicultural Public Relations              | 3         | PRLS 4305 Public Relations Cases and Campaigns        | 3         |
| Major Elective  | 3         | Minor Courses (if needed) and/or<br>General Electives | 9         |
| Minor Courses (if needed) and/or<br>General Electives | 6         |   |           |
| <b>Total</b>  | <b>15</b> | <b>Total</b>  | <b>13</b> |

This sample degree plan has been approved by the School of Communication in the College of Arts, Humanities, and Social Science.

*Donna L. Stephens*

05/19/25

SIGNED – DEPARTMENT CHAIR / SCHOOL DIRECTOR

DATE

*Al W.*

05/21/25

SIGNED – COLLEGE DEAN

DATE