

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 Other approved Writing Foundation alternative	3	WRTG 1320 Academic Writing & Research or ENGL 1320 Interdisciplinary Writing & Research or Other approved Research and Writing alternative	3
COMM 1300 Principles of Communication	3	LD UCA Core Lab Science	4
MATH 1360 Quantitative Literacy or Other LD UCA Core Course	3	MATH 1360 Quantitative Literacy (if not taken) or Other LD UCA Core Course	3
LD UCA Core First-Year Seminar or Other LD UCA Core Course	3	LD UCA Core First-Year Seminar (if not taken) or Other LD UCA Core Course	3
LD UCA Core Course	3	PRLS 2305 Introduction to Public Relations	3
Total	15	Total	16

Year 2

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

¹ 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> WRID 3305 Writing as Information Design	3	MCOM 3301 Media Law and Ethics	3
COMM 3301 Organizational Communication	3	PRLS 3315 Public Relations Digital Analytics	3
Minor Course	3	Minor Course	3
Minor Course	3		
Total	16	Total	13

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 Global Public Relations	3	PRLS 4305 Public Relations Cases and Campaigns	3
Major Elective	3	Minor Courses (if needed) and/or General Electives	9
Minor Courses (if needed) and/or General Electives	6		
Total	15	Total	13

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



06/04/26

SIGNED – DEPARTMENT CHAIR / SCHOOL DIRECTOR

DATE



06/08/26

SIGNED – COLLEGE DEAN

DATE