MAJOR in Public Relations (40 hours)

University of Central Arkansas School of Communication

START (10 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
Choose One:		
JOUR 3305	Publication Design and Makeup	JOUR 2300
WRTG 3305	Writing as Information Design	WRTG 1320

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	Cases and Campaigns [Z]	PRLS 3305, 3310

PLUS ONE (Elective; 3 hours)

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

See bulletin for complete list of COMM, JOUR & WRID electives that also count toward a PR major. Double majors in one of these programs should choose a complementary elective.

BACHELOR OF ARTS COMPETENCY (Choose one; 3-6 hours)

Analytical Competency	**Global Competency**
PRLS 3315 – Applied Research Methods	Six hours in a single foreign language
AND one of the following statistics courses:	OR three hours at the 2000-level or above
CISA 2330, PSCI 2312, PSYC 2330, SOC 2321	(excluding 2340 and 2V12)

PUBLIC RELATIONS

University of Central Arkansas School of Communication

WHAT ARE WE ABOUT?

- 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?

- **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 social media management, 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 cutting-edge courses on current events, new technologies and multiculturalism in PR. Plus, some of the best courses from our other School of Communication degree programs.

WHERE DO WE GO?

- 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.

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Graduates **advocate** on behalf of businesses, nonprofit organizations, government agencies and public figures in entertainment, politics and sports.

WHAT ELSE?

- **Learn more** at uca.edu/go/pr or contact communication@uca.edu to arrange a visit.