MINOR in Public Relations (19 hours)

University of Central Arkansas School of Communication

REQUIRED (4 hours)

		Prerequisites
PRLS 2305	Introduction to Public Relations	
PRLS 3101	PR Applications: Punctuation and AP Style (1 hour)	

CUSTOMIZE (15 hours)

At least 12 hours of electives must be from PRLS courses.

		Prerequisites
PRLS 3103	PR Applications: Professional Skills (1 hour)	PRLS 2305
PRLS 3105	PR Applications: Photography (1 hour)	
PRLS 3107	PR Applications: Portfolio (1 hour)	PRLS 3305, 3310
PRLS 3305	Public Relations Techniques	PRLS 2305
PRLS 3310	Writing for Public Relations	JOUR 2300, PRLS 2305
PRLS 3315	Applied Research Methods in Public Relations	PRLS 2305
PRLS 3V21	Internship (1-4 hours)	Internship Cmte Approval
PRLS 4305	Cases and Campaigns	PRLS 3305, 3310
PRLS 4308	Social Media Management	PRLS 2305
PRLS 4310	Nonprofit Public Relations	PRLS 2305
PRLS 4312	Multicultural Public Relations	PRLS 2305
PRLS 4314	Public Affairs	PRLS 2305
PRLS 4316	Special Topics in Public Relations	PRLS 2305 or consent
PRLS 4V80	Directed Study (1-3 hours)	Director Approval
COMM 2308	Perspectives in Communication	COMM 1300
COMM 3301	Organizational Communication	COMM 2308
COMM 3330	Event Planning	COMM 1300
COMM 4318	Crisis Communication	COMM 2308, 2313
JOUR 2300	Beginning Reporting	WRTG 1320
JOUR 3305	Publication Design and Makeup	JOUR 2300
MCOM 3301	Media Law and Ethics	JOUR 2300 or consent
WRID 3305	Writing as Information Design	WRTG 1320

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.