

Bachelor of Arts in Public Relations

About This Program

The Bachelor of Arts in Public Relations program teaches students the ethical and effective strategies and tactics necessary for building and maintaining relationships between organizations and their stakeholders through a variety of communication channels. The degree is applicable to every industry including healthcare, sports, entertainment, finance, and technology. The program prepares students for public relations work at major corporations, health organizations, digital agencies, as well as government, nonprofit, religious, and educational organizations. Throughout the program, public relations majors develop skills to critically evaluate and research public relations issues and opportunities, plan public relations programs and events, create effective messaging, and evaluate the success of public relations campaigns. Public relations courses offer students numerous hands-on learning experiences and opportunities to work with real-world clients.

Competencies

1. Upon completion of this major, students will have competency in executing public relations campaigns.
2. Upon completion of this major, students will have competency in conducting primary and secondary research on behalf of a client.
3. Upon completion of this major, students will have competency in implementing ethical and effective campaign strategies and tactics.
4. Upon completion of this major, students will have competency in utilizing strong written, oral, visual, and digital communication skills.
5. Upon completion of this major, students will have competency in evaluating campaign results and effectiveness.

Admissions Criteria

DECLARING A MAJOR

All undergraduate students seeking to declare a major in the Department of Communication must meet the following criteria:

- Completion of a minimum of 12 hours in residence at The University of Texas at Arlington with a minimum cumulative GPA of 2.25/4.0.

Students who do not meet these minimum requirements can request to be admitted as an intended major. Please see restrictions below.

INTENDED MAJOR

1. Completion of a minimum of 12 hours in residence at The University of Texas at Arlington with a minimum cumulative GPA of 2.0/4.0.
2. Intended majors may enroll in up to a total of 18 hours in the Department of Communication (ADVT, BCMN, COMS, CTEC, JOUR, PCOM, PREL)
3. Students who do not achieve a cumulative UT Arlington GPA of 2.25/4.0 by the completion of 18 hours in the Department of Communication will not be cleared to continue in the department.

DISMISSAL FROM INTENDED STATUS

Students who do not meet the requirements for declaring a Department of Communication major after completing eighteen (18) hours of communication course work will not be allowed to take additional communication courses at UT Arlington. The student will be suspended from the Department of Communication Intended status and must choose a major not offered by the Department of Communication at that time in order to remain enrolled at UT Arlington.

Curriculum

Foundations

General Core Requirements (<https://catalog.uta.edu/academicregulations/degree requirements/generalcore requirements/>) 42

Students must complete specific courses in certain core areas.

For Communication select:

ENGL 1301	RHETORIC AND COMPOSITION I
& ENGL 1302	and RHETORIC AND COMPOSITION II

College of Liberal Arts Core

Select two courses (1441, 1442) in any foreign language. 8

UNIV 1101	CAREER PREPARATION AND STUDENT SUCCESS	1
or UNIV 1131	STUDENT SUCCESS	

Public Relations Foundations

MATH 1308	ELEMENTARY STATISTICAL ANALYSIS ^{1, 2}	3
or MATH 1309	STATISTICAL LITERACY	

ECON 2305	PRINCIPLES OF MACROECONOMICS ^{1, 2}	3
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Public Relations Specialization

COMS 1301	FUNDAMENTALS OF PUBLIC SPEAKING ¹	3
COMM 2311	WRITING FOR MASS MEDIA ¹	3
COMM 3300	COMMUNICATION TECHNOLOGY	3
COMM 3303	COMMUNICATION GRAPHICS	3
COMM 3310	COMMUNICATION LAW & ETHICS	3
COMM 3315	COMMUNICATION THEORY	3
ADVT 2337	INTRODUCTION TO ADVERTISING	3
PREL 2338	INTRODUCTION TO PUBLIC RELATIONS ¹	3
PREL 3320	STRATEGIC SOCIAL MEDIA COMMUNICATION ¹	3
PREL 3339	PUBLIC RELATIONS METHODS I ¹	3
PREL 3340	PUBLIC RELATIONS METHODS II ¹	3
PREL 4316	PUBLIC RELATIONS CAMPAIGNS ¹	3
PREL 4320	PUBLIC RELATIONS MANAGEMENT CASE STUDIES ¹	3
Select two 3000/4000-level courses in Communication		6
Minor, Certificate, or Electives		
Select a minor, certificate, or electives sufficient to bring total hours to 120 with 36 at the 3000/4000 level. A minor, selected in consultation with an advisor, consists of 18 hours, 6 of which must be at the 3000/4000 level. Certificates in Digital Media, Professional Communication, and Fundraising and Nonprofit Management are easily combined with this degree.		18
Total Hours		120

¹ PREL majors must obtain a minimum grade of C (2.0/4.0 scale) or higher in all of these classes including MATH 1309.

² This course satisfies a general education core requirement. Students taking it to satisfy core requirements will have additional elective hours available for a minor or certificate.

Program Completion

To graduate as a major in the Department of Communication students must:

1. Meet the UT Arlington graduation standard of a minimum GPA of 2.0/4.0.
2. Meet the department graduation standard of a minimum cumulative GPA of 2.0/4.0 in all department courses (ADVT, BCMN, COMS, CTEC, JOUR, PCOM, PREL).

Advising Resources

Advisors assist with many tasks via email:

- Remove enrollment holds.
- Evaluate progress and make course suggestions.
- Assist choosing majors/minors.
- Help enrolling/dropping courses.

For more assistance students may schedule in-person or virtual appointments in advance, thru the advising resources webpage link, or drop by our office.

Location:

126 Fine Arts Building

Email:

commadvising@uta.edu

Phone:

817-272-5760

Web:

Department of Communication Advising Resources (<https://www.uta.edu/academics/schools-colleges/liberal-arts/departments/communication/advising/>)