

MEMORANDUM

Date: August 7, 2025

To: Lori Poloni-Staudinger, Dean, College of Social and Behavioral Sciences
Amy Kimme Hea, Senior Associate Dean, Academic Affairs and Student Success, College of Social
and Behavioral Sciences
Jennifer Stevens Aubrey, Interim Department Head, Communication

From: Greg L. Heileman, Vice Provost, Academic Affairs

Re: Notification of New Undergraduate Program

This memorandum serves as formal notification and official record for approval of a new program *Bachelor of Arts in Public Relations* housed in the Department of Communication (3505) within the College of Social and Behavioral Sciences. The first term valid is Fall 2026.

By copy of this memo, I am requesting that appropriate changes be made to systems, records, and publications to reflect the creation of the program.

cc: Patricia Prelock, Provost and Chief Academic Officer
Gary Packard, Interim Senior Vice Provost, Online Initiatives
Caleb Simmons, Vice Provost, Arizona Online
Marilyn Taylor, Associate Vice President, Finance and Administration
Amanda Gluski, Associate Registrar, Office of the Registrar
Academic Programs & Organizations Notifications Distribution List



The following has been created in UAccess.

Effective Date: 08/01/2026

Academic Plan Code: PRBA / PRBA2

Description: Public Relations

Academic Career: blank

Academic Program: USBSC (College of Soc & Behav Sci)

Academic Plan Type: Major

First Term Valid: Fall 2026 (2264)

Degree Offered: BA

Req Term Default: Program's Requirement Term

Print on Diploma/Transcript: Checked

Diploma Description: Public Relations

Transcript Description: Major in Public Relations

CIP Code: 09.0902 (Public Relations/Image Managem)

NSC Classification: Bachelor's Degree

Report as NSC Program: Checked

Program Length Type: Years

Program Length Value: 4.000

SULA Special Program: Not Applicable

Ownership, Academic Organization: 3505 (Communication)

Campus & Locations:

 Campus: University of Arizona – Location: Tucson (TUCSON)

 First Admit Term: Fall 2026 (2264)

Budget Office Owner: 3505 (Communication)

Total Units: 120

Effective Term: Fall 2026 (2264)