MASTER OF ARTS IN THE FIELD OF MEDIA AND STRATEGIC COMMUNICATION

REQUIREMENTS

The following requirements must be fulfilled:

The general requirements stated under Columbian College of Arts and Sciences, Graduate Programs (http://bulletin.gwu.edu/arts-sciences/#degreeregulationstext).

36 credits, including 18 credits in required courses, 12 credits in elective courses, and 6 credits in capstone courses.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>SMPA 6202</td>
<td>Media Effects, Public Opinion, and Persuasion</td>
<td></td>
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<tr>
<td>SMPA 6204</td>
<td>Strategic Political Communication</td>
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<tr>
<td>SMPA 6208</td>
<td>Politics and Public Relations Fundamentals</td>
<td></td>
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<tr>
<td>SMPA 6241</td>
<td>Research Design</td>
<td></td>
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<td>SMPA 6242</td>
<td>Analytics and Data Analysis for Strategic Communication</td>
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<tr>
<td>SMPA 6201</td>
<td>Strategic Communications Skills (taken twice for a total of three credits)</td>
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**Electives**

12 credits of elective courses selected with the approval of the advisor.

**Capstone**

6 credits in one of three options selected with the approval of the advisor.

- Research thesis
  - SMPA 6998 & SMPA 6999 Thesis Research and Thesis Research

- Media project
  - SMPA 6297 & SMPA 6298 Capstone Project and Capstone Project

- Strategic communication project
  - SMPA 6220 & SMPA 6298 Strategic Practicum and Capstone Project

1 On the basis of academic or professional preparation, students may petition to waive any required course with substitution of another approved course.

2 Taken on different topics.

3 Students may take an additional 3 credits of SMPA 6201 Strategic Communications Skills as electives. Students who select the strategic communication capstone option may not count SMPA 6220 Strategic Practicum as an elective.

With permission of the advisor, a limited number of upper-division undergraduate courses may be taken for graduate credit; additional coursework is required.

4 Students should consult with their advisor regarding the capstone in the second semester of the program.

Visit the program website (https://smpa.gwu.edu/media-strategic-communication) for additional information.