MASTER OF ARTS IN THE FIELD OF GLOBAL COMMUNICATION

Offered jointly by GW’s Elliott School of International Affairs and the Columbian College of Arts and Sciences’ School of Media and Public Affairs (http://www.gwu.edu/~smpa) (SMPA), the M.A. in the field of global communication combines the Elliott School’s academic excellence in international affairs with SMPA’s strengths as a school of communication and journalism. The graduate program trains students to understand the complex global information environment; its implications for governance, security, and business; and how to communicate effectively to global audiences.

A core curriculum focuses on communication, international politics, international economics, and research methods. Required skills courses cover topics such as developing communication strategies, cross-cultural communication, public speaking, and editing. Students also choose one of twelve specializations to build expertise on a major world region or global issue. In the final year, a capstone course tests students’ ability to address a real-world problem using the skills and knowledge acquired during their course of study. The rigorous academic program prepares students both intellectually and professionally for exciting careers in the public, private, and nonprofit sectors.

REQUIREMENTS

Specific admission requirements are shown on the Graduate Program Finder (http://www.gwu.edu/all-graduate-programs).

Prerequisite: a bachelor’s degree in a related field, with introductory macro- and microeconomics and at least two years of a modern foreign language

The program requires 40 credits including:

15 credits in core courses
9 credits in specialization
3 credits in skills courses
9 credits in electives
4 credits in capstone course sequence
Foreign language proficiency

A thesis option is available for students seeking to enhance professional research and writing skills.

Courses fulfilling requirements

15 credits in core courses

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<tr>
<th>Course</th>
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<tr>
<td>SMPA 6210</td>
<td>Media &amp; Foreign Policy</td>
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<td>ECON 6280</td>
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or ECON 6250 Survey of Economic Development

One of the following:

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<td>SMPA 6202</td>
<td>Media Effects, Public Opinion, and Persuasion</td>
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<tr>
<td>SMPA 6204</td>
<td>Strategic Political Communication</td>
</tr>
<tr>
<td>HIST 6030</td>
<td>History and Its Uses in International Affairs</td>
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9 credits in specialization

Specialization determined in consultation with director within either the global issues specialization or the regional focus specialization, all 9 credits must taken in one subtopic; the exception is the international development (see below).

Global Issues:

Communication and information technology in international affairs subtopic

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PMGT 6214

LAW 6412 Communications Law

LAW 6414 Developmtn in Telecomm Law

PMGT 6214

PPPA 6018 Public Policy, Governance, and the Global Market

PSPR 6201 Public Relations Principles and Practices

PSPR 6204 Media Relations in the New Media World

PSPR 6208 Strategic Marketing and Marketing Communications

SMPA 6250 Topics in Media Processes and Institutions (Information, Media and National Security)
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**Public diplomacy subtopic**

**Required**

- SMPA 6275/IAFF 6208: Public Diplomacy

**6 additional credits from the following:**

- SMPA 6204: Strategic Political Communication
- EDUC 6620: Strategies and Analysis in International Education
- EDUC 6640: Selected Topics in International Education
- IAFF 6138: Special Topics in International Development Studies
- IAFF 6186: Special Topics in Security Policy Studies
- PPPA 6018: Public Policy, Governance, and the Global Market
- PPPA 6058: International Development NGO Management
- PPSY 6101: Fundamentals of Political Psychology
- PSC 6351: Civil-Military Relations
- PUBH 6431: Global Health Communication Strategies and Skills
- PUBH 6571: Social Marketing: Theory and Practice
- SMPA 6205: Media, Development, and Globalization
- SMPA 6270: Topics (Development, Governance, and Digital Technology)
- SMPA 6274: Media and War

**U.S. foreign policy subtopic**

- ECON 6295: Special Topics (Economics of U.S Trade Policy)
- HIST 6001: Special Topics (History of International Economic System)
- HIST 6032: Rdg/Rsch Sem:Strategy & Policy
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Latin American and Hemispheric Studies
Middle East Studies

### 3 credits in skills courses

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In one of the following topics:

- Cross Cultural Communication
- Developing Communication Strategies
- Formal Briefing
- Introduction to Editing
- Negotiating Skills
- Op-Ed Writing Skills
- Public Speaking
- Writing for International Affairs Professionals

### 9 credits in electives

Courses relating to international affairs or communication, with approval of the program director.

### 4 credits in capstone course sequence

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### Alternative capstone option

The traditional capstone model specifically designed for Global Communication students is completed over one semester through the development of a strategic communication plan for an external client. Students must take an additional professional skills course (total of 4 skills courses) to complete their degree through this option.

### Thesis option

A 6-credit thesis option is available for students seeking to enhance professional research and writing skills.

### Foreign Language Proficiency

Completion of the M.A. in Global Communication requires a demonstrated oral and reading proficiency in a modern foreign language (http://elliott.gwu.edu/global-communication/foreign-language).

For more information on areas of specialization in global issues (http://elliott.gwu.edu/global-communication/global-issues) or regional fields (http://elliott.gwu.edu/global-communication/regional-fields), skills courses (http://elliott.gwu.edu/graduate-course-descriptions/professional-skills), or capstone options (http://elliott.gwu.edu/global-communication/capstone) visit the program website (http://elliott.gwu.edu/global-communication).