GRADUATE CERTIFICATE IN DIGITAL COMMUNICATIONS

The graduate certificate in digital communications is designed to attract public relations professionals interested in gaining a competitive edge by updating their digital communications skills. Students will learn how to apply the leading digital and social media platforms to the fields of strategic public relations and advocacy.

The program consists of 4 courses (12-credit-hours). Flexible credentials allow students to apply the graduate certificate toward the strategic public relations master’s degree. Classes meet Monday through Thursday evenings in GW’s Arlington Graduate Education Center.

ADMISSIONS

Admission deadlines:
- Fall - June 15
- Spring - November 15
- Summer - April 15

Recommendations:
- Two (2) recommendations (preferably at least one professional and one academic recommendation)

Test scores:
- Applicants with an overall undergrad GPA, including transfer credits, of 3.0 (no rounding of GPA) and above are not required to submit scores from the Graduate Record Examination (GRE).
- Applicants with an overall undergrad GPA, including transfer credits, below 3.0 must do AT LEAST one of the following:
  1. Take the GRE and request ETS to have official scores be sent to GW (school code: 5246).
  2. Submit a petition based on three or more years of relevant professional experience, consisting of a descriptive essay and a corresponding portfolio of work, as defined below.

Descriptive Essay
- In a descriptive essay of approximately 500 words, please describe in detail the nature, duties, and duration of your qualifying experience (as defined below) Please identify your direct supervisor and provide his/her current contact information. This essay should also place the portfolio materials in a context that demonstrates, in the applicant’s view, an aptitude for graduate study in the program where admission is sought.

Portfolio
- A portfolio of work is a compilation of the most outstanding examples of your prior work, for example, research projects, writing samples or any published work. Your portfolio should include 1-3 pieces of work-related professional writing in the range of 500-1000 words.

Relevant experience is defined as follows
- A minimum of three years of full-time (35 or more hours per week), professional, management-level experience that includes some combination of program responsibility, independent decision-making authority, official high-level outside contacts, budgetary responsibility and/or supervisory authority. For the Public Relations program the experience must be in a professional public relations capacity. “Relevant work experience” does not include internships, volunteering on a campaign, receptionist duties, or clerical responsibilities.

Prior academic records:
- Transcripts are required from all colleges and universities attended, whether or not credit was earned, the program was completed, or the credit appears as transfer credit on another transcript. Unofficial transcripts from all colleges and universities attended should be uploaded to your online application. Official transcripts are required only of applicants who are offered admission.

Transcripts from institutions outside the United States must be accompanied by an official transcript evaluation from an accredited independent evaluating agency. Please be sure you request a detailed, course-by-course evaluation that includes all course titles, credit hours, grade-point average (GPA), United States degree equivalency, and date of degree conferral. For a list of acceptable foreign credential evaluation services, please follow this link: https://www.naces.org/members.htm.

Statement of purpose:
In an essay of 250-500 words, state your purpose in undertaking graduate study in this field and describe your academic objectives, research interests, and career plans. Also, discuss your related qualifications, including collegiate, professional, and community activities, as well as any other substantial accomplishments not already mentioned on the application form.

Additional requirement
- A resumé

International applicants:
- International students requesting a student visa from GW are not eligible to apply for this program.

Supporting documents not submitted online should be mailed to:
- College of Professional Studies – Office of Admission
- The George Washington University
- 44983 Knoll Square, Suite B56
- Ashburn, VA 20147

Contact for questions:
- CPS Office of Admissions
REQUIREMENTS

The following requirements must be fulfilled: 12 credits in required courses.

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Required</td>
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<tr>
<td>PSPR 6201</td>
<td>Strategic Public Relations: Principles and Practice</td>
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<td>PSPR 6204</td>
<td>Media Relations in a Digital World</td>
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<tr>
<td>PSPR 6226</td>
<td>Digital Communication Platforms and Strategies</td>
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<tr>
<td>PSPR 6227</td>
<td>Applied Digital Communications for Public Relations and Public Affairs Professionals</td>
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