

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 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 credits). Coursework can be applied toward the strategic public relations master's degree. Classes meet Monday through Thursday evenings. The program also may be completed online or in a hybrid format.

Visit the program website (<https://gspm.gwu.edu/digital-communications/>) for additional information.

ADMISSIONS

Admission deadlines: Fall - July 1

Spring - November 1

Summer - April 15

Recommendations required: Two (2) letters of recommendation from professional and/or academic references; at least one academic reference for those who graduated within the last five years.

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> (<https://www.naces.org/members/>).

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 requirements: A resumé

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

Supporting documents not submitted online should be mailed to:

College of Professional Studies – Office of Admission
George Washington University
805 21st Street, NW
Suite 301
Washington DC 20052

Contact for questions:

CPS Office of Admission
applycps@gwu.edu ~ 571-553-0025 (phone) ~ 202-242-1047 (fax)

8:30 am – 5:00 pm EST, Monday through Friday

REQUIREMENTS

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

Code	Title	Credits
Required		
PMGT 6472	Maximizing Social Media	
PSPR 6201	Strategic Public Relations: Principles and Ethical Practice	
PSPR 6204	Media Relations in a Digital World	
PSPR 6226	Digital Communication Platforms and Strategies	