GRADUATE CERTIFICATE IN DIGITAL COMMUNICATIONS

The graduate certificate in digital communications is designed to provide professionals the foundational knowledge and skills to excel in a career in online media, digital storytelling, and data-driven communication strategies.Students learn how to apply technical skills, creative storytelling, and strategic communication theory to address emerging trends and technologies in the digital landscape.

The program consists of 12 credits. Coursework can be applied toward the Public Relations and Communications master's degree.

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
Recommenda 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 Applicants only:	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
Alexandria Education Center
413 John Carlyle Street, Suite 250
Alexandria, VA 22314

Contact for questions:
CPS Office of Admission
applycps@gwu.edu ~ 571-553-0100 (phone) ~ 202-242-1047 (fax)
8:30 am – 5:00 pm EST, Monday through Friday

REQUIREMENTS

The following requirements must be fulfilled: 12 credits, including 9 credits in required courses and 3 credits in electives (one 3-credit course or three 1-credit courses).

Code	Title	Credits
Required		
PSPR 6201	Strategic Public Relations: Principles and Ethical Practice	
PSPR 6204	Media Relations in a Digital World	
PSPR 6226	Digital Communication Platforms and Strategies	
Electives		
3 credits in courses selected from the following:		
PMGT 6472	Maximizing Social Media (3 credits)	
Or all of the following 1-credit courses:		
PSPR 6214	Digital Storytelling	
PSPR 6216	Writing for Public Relations Professionals	
PSPR 6219	Advanced Topics in Social and Digital Media	