

# GRADUATE CERTIFICATE IN DIGITAL POLITICS

Since the first serious use of online campaigning by John McCain in 2000, online tools such as web advertising, interactive websites, complex social networking, and virtual fundraising have become central to success in politics, and especially in campaigns. In response to this phenomenon, we created a graduate certificate that teaches students how to master the world of online communications, networking, and fundraising.

The graduate certificate in digital politics consists of 18 credit hours (6 classes). Like the other certificate programs offered by the Graduate School of Political Management, any student who completes the certificate and successfully applies to the master's program can count all 18 credits towards the political management master's degree. Select courses may be able to be completed online.

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

## ADMISSIONS

Admission deadlines: Fall - July 1

Spring - November 1

Summer - April 15

Recommendations: 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 requirement: A resumé

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  
George Washington University  
805 21st Street, NW  
Suite 301  
Washington DC 20052

### Contact for questions:

CPS Office of Admission  
[applycps@gwu.edu](mailto: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: 18 credits, including 9 credits in required courses and 9 credits in elective courses

Code	Title	Credits
<b>Required</b>		
PMGT 6402	Applied Political Communications	
PMGT 6403	Political Data and Analytics	
PMGT 6452	Digital Strategy	
<b>Electives</b>		
9 credits from the following:		
PMGT 6440	Targeting and Voter Contact	
PMGT 6468	Digital Advertising and Action	
PMGT 6470	Digital Content Creation	
PMGT 6472	Maximizing Social Media	

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