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. Today, digital tools such as web advertising, microtargeting, online fundraising, and social media are central to success in politics. The graduate certificate in digital politics teaches professionals how to master the world of online engagement and financial development.

The 18 credits earned for the certificate can be counted toward the master of professional studies in political management degree (http://bulletin.gwu.edu/professional-studies/graduate-programs/political-management/).

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

ADMISSIONS

Admission deadlines:

- Fall - June 15
- Spring - November 15
- Summer - April 15

Recommendations required:
Two (2) recommendations (preferably one professional and one academic recommendation)

Standardized 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 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
REQUIREMENTS

The following requirements must be fulfilled: 18 credits, including 9 credits in required courses and 9 credits in elective courses.

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