GRADUATE CERTIFICATE IN GLOBAL PUBLIC RELATIONS

Designed for working professionals, the global public relations graduate certificate program provides students with the strategic and tactical skills needed to excel in the challenging world of global public relations. The six-course, 18-credit program includes a global perspective residency. Coursework completed in the certificate program can be applied to the master of professional studies in the field of strategic public relations or in the field of political management (http://bulletin.gwu.edu/professional-studies/graduate-programs/strategic-public-relations).

Visit the program website (https://gspm.gwu.edu/global-public-relations) for additional information.

REQUIREMENTS

The following requirements must be fulfilled: 18 credits in required courses; or, with the advisor’s approval, 12 credits in required courses and one 3-credit elective.

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tr>
<td><strong>Required</strong></td>
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<tr>
<td>PMGT 6402</td>
<td>Applied Political Communications</td>
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<td>PMGT 6403</td>
<td>Political Data and Analytics</td>
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<td>PSPR 6204</td>
<td>Media Relations in a Digital World</td>
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<td>PSAD 6270</td>
<td>International Public Relations and Global Advocacy</td>
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<td>PSAD 6200</td>
<td>Global Perspective Residencies</td>
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<td><strong>Electives</strong></td>
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<td>In lieu of one required course, students may take, with the program director’s approval, a 3-credit elective selected from the curricula of the graduate certificate in strategic public relations, legislative affairs, or political management programs or from another GW school or college.</td>
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