

GRADUATE CERTIFICATE IN PUBLIC RELATIONS

The public relations graduate certificate program takes advantage of GW's connections in the nation's capital, focusing on the public policy system and the advocacy role played by PR firms and PR operations in corporations and associations in the Washington metropolitan area. The Graduate School of Political Management taps into experts in both the PR and political arenas. Plus, you'll graduate prepared for professional advancement in the field.

The public relations graduate certificate program consists of 6 courses (18-credit-hours). Flexible credentials allow you to apply the graduate certificate toward the strategic public relations master's degree. Classes meet Monday through Thursday evenings in GW's Alexandria Graduate Education Center.

Focus areas include media & communications theory, ethics & law, new media strategies, evaluating communications programs, crisis communications, media relations, and management skills.

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. Please see the list of acceptable foreign credential evaluation services.

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 ~ 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 in required courses.

Code	Title	Credits
Required courses:		
PSPR 6201	Strategic Public Relations: Principles and Practice	
PSPR 6202	Advanced Writing for Public Relations Professionals	
PSPR 6203	Research Methods for Public Relations and Public Affairs Managers	
PSPR 6204	Media Relations in a Digital World	
PSPR 6205	Fundamentals of Business and Management for Public Relations and Public Affairs	
PSPR 6206	Ethical Standards in Public Relations and Public Affairs	

See CPS regulations (<http://bulletin.gwu.edu/professional-studies/#regulationstext>) for additional information regarding enrollment status and time limits.

Visit the program website (<https://gspm.gwu.edu/strategic-public-relations-0/>) for additional information.