MASTER OF PROFESSIONAL STUDIES IN THE FIELD OF STRATEGIC PUBLIC RELATIONS

Director L. Parnell

The master’s program in strategic public relations 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, helping to prepare program graduates for professional advancement in the field. Focus areas include media and communications theory, ethics and law, new media strategies, evaluating communications programs, crisis communications, media relations, and management skills.

Classes for the 33-credit program meet Monday through Thursday evenings at GW's Alexandria Graduate Education Center.

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

ADMISSIONS

<table>
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<th>Admission deadlines:</th>
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<tr>
<td>Fall - June 15</td>
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<td>Spring - November 15</td>
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<td>Summer - April 15</td>
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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:

- Take the GRE and request ETS to have official scores be sent to GW (school code: 5246).
- 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.

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.

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.

Recommendations:

Required: (2) recommendations (preferably one professional and one academic recommendation)

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 (https://www.naces.org/members.php).

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.
Please review International Applicant Information (https://graduate.admissions.gwu.edu/international-student-application-requirements) carefully for details on required documents, earlier deadlines for applicants requiring an I-20 or DS-2019 from GW, and English language requirements.

Supporting documents not submitted online should be mailed to:
College of Professional Studies – Office of Admission
The George Washington University
44983 Knoll Square, Suite B56
Ashburn, VA 20147

M.P.S. distance education applicants only:
Admissions Processing Services
Attn: GW Online Programs
50 Northwest Point Blvd, 5th Floor
Elk Grove Village, IL 60007

Contact for questions:
CPS Office of Admissions
cpsgspm@gwu.edu ~ 703.299.9142 (phone) ~ 703.299.4144 (fax)
8:30 am - 5:00 pm EST, Monday through Friday

REQUIREMENTS
The following requirements must be fulfilled: 30 credits, including 18 to 21 credits in required courses and 9 to 12 credits in elective courses.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td></td>
<td><strong>Required</strong></td>
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<tr>
<td>PSPR 6201</td>
<td>Strategic Public Relations: Principles and Practice</td>
<td>3</td>
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<tr>
<td>PSPR 6202</td>
<td>Advanced Writing for Public Relations Professionals (see note below)</td>
<td>3</td>
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<tr>
<td>PSPR 6203</td>
<td>Research Methods for Public Relations and Public Affairs Managers</td>
<td>3</td>
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<tr>
<td>PSPR 6204</td>
<td>Media Relations in a Digital World</td>
<td></td>
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<tr>
<td>PSPR 6205</td>
<td>Fundamentals of Business and Management for Public Relations and Public Affairs</td>
<td>3</td>
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<tr>
<td>PSPR 6206</td>
<td>Ethical Standards in Public Relations and Public Affairs</td>
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<tr>
<td>CPS 6300</td>
<td>Capstone Research Project</td>
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9 to 12 credits in elective courses chosen in consultation with the program director.

Note: Students may place out of PSPR 6202 based on review of their transcript and required writing samples. Such students take an additional elective course.

COURSES

Explanation of Course Numbers
- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000s to 4000s are upper-division undergraduate courses that can also be taken for graduate credit with permission and additional work
- Those in the 6000s and 8000s are for master’s, doctoral, and professional-level students
- The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office

PSPR 5099. Variable Topics. 1-99 Credits.

PSPR 6201. Strategic Public Relations: Principles and Practice. 3 Credits.
Basic rules and strategies in public relations. Major trends, major firms, and types of business and expertise. Digital media and integrated media communications.

PSPR 6202. Advanced Writing for Public Relations Professionals. 3 Credits.
The essentials of effective public relations and public affairs writing, emphasizing strategic thinking and compositional precision as the source of their efficacy and power.

PSPR 6203. Research Methods for Public Relations and Public Affairs Managers. 3 Credits.

PSPR 6204. Media Relations in a Digital World. 3 Credits.
Media relations from the perspective of public relations and public affairs; the state of contemporary media, both on- and offline, and its impact on commerce, politics, and the social contract; key factors influencing reportorial and editorial coverage of business, government, and nonprofit interests.
PSPR 6205. Fundamentals of Business and Management for Public Relations and Public Affairs. 3 Credits.

PSPR 6206. Ethical Standards in Public Relations and Public Affairs. 3 Credits.

PSPR 6207. Sustainability Communications Methods and Practices. 3 Credits.

PSPR 6208. Integrated Marketing Communications. 3 Credits.
The evolution of integrated marketing communications as a means by which for-profit and nonprofit enterprises extend the reach and influence of public relations and public affairs; traditional and non-traditional communications approaches and technologies. Recommended background: degree candidacy in the MPS in the Field of Strategic Public Relations program and/or graduate status in the School of Business or School of Media and Public Affairs.

PSPR 6210. Special Topics in Public Relations. 3 Credits.

PSPR 6211. Strategy and Practice for Nonprofit and Association Communications. 3 Credits.
This course is designed to help communicators currently working # or hoping to work # in trade associations and nonprofit organizations become more effective in the planning and execution of their programs. By its very nature, this course will be practical and reality-based, with guest speakers drawn from many organizations and communications backgrounds. In the context of this class, effective communications means understanding the goals, environments, structures, constraints, opportunities and challenges facing associations and nonprofit organizations, and developing and implementing communication plans to achieve those goals. Effective also means working within the limitations communicators often face, such as (but by no means limited to): dwindling budgets, divided membership, fragmented boards and hesitant leadership, the decline of traditional news media, the rise of blogs, the surge of social media and more. In short, “effective” means being strategic, proactive, and smart. But while these attributes are necessary, they are not sufficient. Effective communicators must understand the roles communications play - internal as well as external - for their organizations. They must know the organization’s stakeholders and understand their “care and feeding.” In short, they must understand their institutional roles - and the expectations of their internal and external stakeholders and audiences. Restricted to students in the MPS strategic public relations degree program; permission of the program director may be substituted. Prerequisites: PSPR 6201, PSPR 6202, PSPR 6203, PSPR 6204, PSPR 6205 and PSPR 6206.

PSPR 6221. Consumer Behavior. 3 Credits.

PSPR 6222. Multicultural Marketing. 3 Credits.

PSPR 6223. Public Opinion and Political Socialization. 3 Credits.
The process by which people become engaged in public debates and politics; how they acquire and maintain attitudes, biases, and beliefs, and the decisions they make as a result. Discussion centers on the forces that influence public opinion and political socialization, including the power of the press and its impact on our major institutions. Prerequisites: PSPR 6201 and PSPR 6202.

PSPR 6224. Global Public Relations and Public Affairs: Strategy and Practice. 3 Credits.
How global public relations strategies are developed and implemented to support advocacy efforts; communications theories that enable insight into challenges arising from differences in language, culture, politics, and economics worldwide Credit cannot be earned for this course and PSAD 6270.

PSPR 6225. Nonprofit and Association Communications Strategies. 3 Credits.
How communicators working in trade associations, nonprofit organizations, and labor unions become more effective in the planning and execution of their programs to achieve organizational goals.

PSPR 6226. Digital Communication Platforms and Strategies. 3 Credits.
Theories and approach to digital communications and review of major digital platforms used by companies, government agencies, nonprofits and associations to accomplish strategic communications goals and objectives.

PSPR 6227. Applied Digital Communications for Public Relations and Public Affairs Professionals. 3 Credits.
In-depth and holistic study of digital communications using case studies and collaborative exercises; how to blend creative writing with graphics production, social media management with audience segmentation, and digital advertising channels with analytics.

PSPR 6228. Crisis and Issues Management. 3 Credits.
The intersection of communications and policy disciplines, including environmental scanning, public policy analysis, public policy advocacy, strategic communications, media relations, grassroots mobilization, coalition management and corporate reputation management. How these issues work together to further the broad strategic goals of organizations.