

# GRADUATE CERTIFICATE IN GLOBAL PUBLIC RELATIONS

The graduate certificate in global public relations teaches students the strategic and tactical skills needed to craft PR and advocacy campaigns in different regions of the world. The program consists of 6 courses (18 credits). Coursework can be applied toward the master's degree in public relations and communications (<https://bulletin.gwu.edu/professional-studies/graduate-programs/public-relations-and-communications/>). Students also must complete one Global Perspective Residency short-term study abroad course.

Visit the program website (<https://gspm.gwu.edu/global-public-relations/>) 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 go to: <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 requirements: A resumé.

International Applicants: 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  
Alexandria Education Center  
413 John Carlyle Street, Suite 250  
Alexandria, VA 22314

### Contact for questions:

CPS Office of Admission  
[applycps@gwu.edu](mailto:applycps@gwu.edu) ~ 571-553-0100 (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 15 credits in required courses and one 3-credit elective.

Code	Title	Credits
<b>Required</b>		
CPS 6200	Global Perspective Residencies	
PMGT 6402	Applied Political Communications	
PMGT 6403	Political Data and Analytics	
PSPR 6204	Media Relations in a Digital World	
PSPR 6224	Global Public Relations Strategy and Practice	

### Electives

One 3-credit elective course selected, with the program director's approval, from the curricula of the master's programs in strategic public relations, legislative affairs, or political management, or from another GW school or college.