GRADUATE CERTIFICATE IN PUBLIC RELATIONS

The public relations graduate certificate program takes advantage of George Washington University'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. The Graduate School of Political Management engages experts in both the PR and political arenas to serve as faculty. Students graduate prepared for professional advancement in the field.

The public relations graduate certificate program consists of 6 courses (18 credits). Coursework completed for the certificate can be applied toward the strategic public relations master's degree. Classes meet Monday through Thursday evenings at GW's Arlington Education Center. The program also may be completed online or in a hybrid format.

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

ADMISSIONS

Admission deadlines:	Fall - July 1
	Spring - November 1
	Summer - April 15
Recommenda required:	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 requirements	A resumé.
International applicants only:	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 ~ 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 9 credits in required courses and 9 credits in elective courses.

Code	Title	Credits
Required		
PSPR 6201	Strategic Public Relations: Principles and Ethical Practice	
PSPR 6204	Media Relations in a Digital World	
PSPR 6205	Fundamentals of Business and Finance for PR Professionals	
Electives		
Nine credits in elective courses selected from the following:		
PSPR 6207	Sustainability Communications	
PSPR 6208	Integrated Marketing Communications	
PSPR 6210	Special Topics in Public Relations	
PSPR 6212	Risk/Issues Management and Crisis Communications	
PSPR 6213	Communications Research Methods	
PSPR 6214	Digital Storytelling	
PSPR 6215	Public Speaking and Presentations	
PSPR 6216	Writing for Public Relations Professionals	
PSPR 6219	Advanced Topics in Social and Digital Media	
PSPR 6220	Social Issues and Public Policy	

PSPR 6224	Global Public Relations Strategy and Practice
PSPR 6225	Nonprofit and Association Communication Strategies
PSPR 6226	Digital Communication Platforms and Strategies
PSPR 6228	Communicating for Social Change
PSPR 6229	Corporate Communications

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