

# GRADUATE CERTIFICATE IN STRATEGIC COMMUNICATIONS AND CAMPAIGNS

This program is not accepting applications at this time.

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The graduate certificate in strategic communications and campaigns prepares students to develop the strategy and messaging necessary to win electoral campaigns. The program consists of 4 courses (12 credits). A student who completes requirements for the certificate and is admitted to the master of professional studies in the field of political communication and strategic governance (<https://bulletin.gwu.edu/professional-studies/mps-political-communication-strategic-governance/>) can count all 12 certificate credits towards the master's.

All courses are offered online and only in Spanish.

## REQUIREMENTS

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The following requirements must be fulfilled: 12 credits in required courses.

Code	Title	Credits
PMGT 6511	Social Media and Political Advertising	
PMGT 6512	Media and Politics	
PMGT 6515	Democracy and Crisis	
PMGT 6516	Strategy and Polling	