

MASTER OF PROFESSIONAL STUDIES IN THE FIELD OF PUBLIC RELATIONS AND COMMUNICATIONS

The MPS in the field of public relations and communications provides communications professionals at all levels with the knowledge, skills, and ethical foundation necessary to excel in the ever-evolving fields of public relations, public affairs, and communications. By choosing from one of three concentrations—corporate communications, government communications and global affairs, or nonprofit communications—students can customize their experience to reflect their chosen career path and help shape the future of the public relations and communications field. Through a flexible learning environment that blends academic rigor with real-world challenges and applications, the public relations and communications program prepares graduates to become strategic communicators adept at shaping narratives, building relationships and credibility, and driving responsible social change. Students learn to plan, implement, and evaluate effective strategic communications programs, developing key skills in writing and digital communications, financial literacy, media relations, crisis and reputation management, and organizational communications.

The program’s faculty comprises accomplished practitioners and scholars who are dedicated to mentoring and guiding students toward their unique professional goals. Through experiential learning opportunities and real-world projects working with influential Washington, DC-based businesses, agencies, and firms, the MPS in public relations and communications program ensures that students graduate not only with theoretical knowledge but also with practical, hands-on experience to advance in their careers.

ADMISSIONS

Admission deadlines: Fall Priority Admission/General Scholarship Deadline - April 1

Fall International Application Deadline - May 1

Fall General Admission Deadline - July 1

Spring Priority Admission/General Scholarship Deadline - September 1

Spring International Application Deadline - September 1

Spring General Admission Deadline - November 1

Summer Priority Admission - March 15

Summer General Admission Deadline - April 15

Recommendation Change to: 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 (<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 only: Please review International Applicant Information (<https://www.cps.gwu.edu/international-student-admissions> (<https://www.cps.gwu.edu/international-student-admissions/>)) 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
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: 30 credits, including 13 credits in core courses, 2 to 5 credits in professional

skills courses, and at least 12 credits in courses taken in one concentration.

| Code | Title | Credits |
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Required

Core courses

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| PSPR 6201 | Strategic Public Relations: Principles and Ethical Practice |
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| PSPR 6204 | Media Relations in a Digital World |
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| PSPR 6205 | Fundamentals of Business and Finance in Public Relations |
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| PSPR 6299 | Capstone Research Project Proposal |
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| PSPR 6300 | Capstone Research Project |
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Professional skills courses

2 to 5 credits in 1-credit professional skills courses selected from the following in consultation with the program director:

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| PSPR 6212 | Risk/Issues Management and Crisis Communications |
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| PSPR 6213 | Communications Research Methods |
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| PSPR 6214 | Social Analytics and Digital Media |
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| PSPR 6215 | Public Speaking and Presentations |
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| PSPR 6216 | Writing for Public Relations Professionals |
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Concentration requirement

At least 12 credits in one of the following concentrations:

Corporate communications concentration

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| PMGT 6420 | Corporate Public Affairs |
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| PSPR 6207 | Sustainability and Social Responsibility Communications |
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| PSPR 6210 | Special Topics in Public Relations |
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| PSPR 6229 | Corporate Communications |
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| PSPR 6224 | Global Public Relations Strategy and Practice |
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Government communications and public affairs concentration

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| PMGT 6402 | Applied Political Communications |
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| PMGT 6420 | Corporate Public Affairs |
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| PSPR 6210 | Special Topics in Public Relations |
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| PSPR 6220 | Social Issues and Public Policy |
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| PSPR 6228 | Communicating for Social Change |
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Nonprofit communications concentration

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| PMGT 6410 | Grassroots Engagement |
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| PSPR 6207 | Sustainability and Social Responsibility Communications |
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| PSPR 6210 | Special Topics in Public Relations |
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| PSPR 6224 | Global Public Relations Strategy and Practice |
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| PSPR 6225 | Nonprofit and Association Communication Strategies |
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| PSPR 6228 | Communicating for Social Change |
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