

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

The master of professional studies (MPS) in public relations and communications provides professionals at all levels of expertise with the knowledge, skills, and ethical foundation needed to excel in the dynamic fields of public relations, public affairs, and communications. Students choose one of three concentrations—corporate communications, government communications and global affairs, or nonprofit communications—and customize their experience to support their chosen career path and help shape the future of the field. Through a flexible learning environment that blends academic rigor with real-world applications, the program prepares graduates to become strategic communicators adept at shaping narratives, using innovative approaches, and achieving meaningful, measurable impact. Students learn to plan, implement, and evaluate effective communications programs and develop 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 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 Deadline - July 1
	Spring Priority Admission/General Scholarship Deadline - September 1
	Spring International Application Deadline - September 1
	Spring General Admission Deadline - November 1
Change to:	Summer Priority Admission - March 15
	Summer General Admission Deadline - April 15
Recommendations required:	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.
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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.
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Additional requirements:	A resumé.
International applicants only:	Please review International Applicant Information ( <a href="https://www.cps.gwu.edu/international-student-admissions">https://www.cps.gwu.edu/international-student-admissions</a> ( <a href="https://www.cps.gwu.edu/international-student-admissions/">https://www.cps.gwu.edu/international-student-admissions/</a> )) 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  
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: 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		
<b>Required</b>				
Core courses				
PSPR 6201	Strategic Public Relations: Principles and Ethical Practice		PSPR 6210	Special Topics in Public Relations
PSPR 6204	Media Relations in a Digital World		PSPR 6220	Social Issues and Public Policy
PSPR 6205	Fundamentals of Business and Finance in Public Relations		PSPR 6226	Digital Communication Platforms and Strategies
PSPR 6299	Capstone Research Project Proposal		PSPR 6228	Communicating for Social Change
PSPR 6300	Capstone Research Project		Nonprofit communications concentration	
Professional skills courses			PMGT 6410	Grassroots Engagement
2 to 5 credits in 1-credit professional skills courses selected from the following in consultation with the program director:			PSPR 6207	Sustainability and Social Responsibility Communications
PSPR 6212	Risk/Issues Management and Crisis Communications		PSPR 6210	Special Topics in Public Relations
PSPR 6213	Communications Research Methods		PSPR 6224	Global Public Relations Strategy and Practice
PSPR 6214	Digital Storytelling		PSPR 6225	Nonprofit and Association Communication Strategies
PSPR 6215	Public Speaking and Presentations		PSPR 6226	Digital Communication Platforms and Strategies
PSPR 6216	Writing for Public Relations Professionals		PSPR 6228	Communicating for Social Change
PSPR 6219	Advanced Topics in Social and Digital Media			
Concentration requirement				
At least 12 credits in one of the following concentrations:				
Corporate communications concentration				
PMGT 6420	Corporate Public Affairs			
PSPR 6207	Sustainability and Social Responsibility Communications			
PSPR 6210	Special Topics in Public Relations			
PSPR 6224	Global Public Relations Strategy and Practice			
PSPR 6226	Digital Communication Platforms and Strategies			
PSPR 6229	Corporate Communications			
Government communications and public affairs concentration				
PMGT 6402	Applied Political Communications			
PMGT 6420	Corporate Public Affairs			