Master’s in Strategic Public Relations

ONLINE
New Media and a More Demanding Public
Professionals in all facets of marketing, public relations and public affairs are facing an onslaught of challenges and opportunities as communication technologies and channels evolve. The advent of interactive social media platforms has changed the PR landscape, expediting the public’s access to information that shapes their opinions and perceptions. Consequently, today’s PR professionals are being tasked with increasing responsibilities, marked by a need to adapt traditional strategies, implement policies, and manage public opinion and corporate reputation in a communication-intensive environment.

Master the Art of Strategic PR
New media outlets, savvy consumers and greater scrutiny — both externally and internally — are driving higher levels of transparency and accountability. George Washington University’s (GW) online Master’s in Strategic Public Relations is designed to provide students a rigorous, contemporary and transformational learning experience. The curriculum is structured to offer students a solid foundation in core public relations principles, best practices and techniques while nurturing their progression from “PR mechanic” to strategic public relations professional.

EXPERIENCE THE GW DIFFERENCE

- **Current**: Our curriculum is practical, relevant and immediately applicable in any industry and professional setting. Learn how to succeed in today’s challenging PR environment by leveraging contemporary tactics as well as the latest digital tools to address key issues such as corporate social responsibility, crisis management, and personal and corporate reputation in an ethically responsible way.

- **Rigorous**: Our courses build core PR competencies, teach new strategies and techniques, integrate media platforms, explore emerging trends and incorporate business fundamentals to help students obtain a comprehensive professional framework. Students learn the critical skills to command audience attention, gain trust and respect, and elicit desired outcomes.

- **Cutting-Edge**: Perhaps no field involves more PR challenges requiring rapid-fire, strategic responses than politics. Being part of GW’s Graduate School of Political Management means our SPR students have access to the latest battle-tested practices that can be applied in any communications arena, regardless of your career aspirations.

- **Transformational**: We’re passionate about equipping PR professionals with a 360-degree strategic view and a repertoire of tactics to manage the PR issues facing corporations, associations, nonprofits, political campaigns and the government. Students develop a solid professional toolkit and master job-specific skills necessary to become a PR strategist capable of addressing today’s challenging environment.

- **Flexible**: Our 100% online coursework accommodates the unique demands of working professionals and fosters a highly interactive, collaborative networking environment where students connect with peers from a broad range of industries, geographies and settings. Students benefit from the rich resources found only at GW — in the heart of the nation’s capital — and they do it on their terms from anywhere in the world. We also offer an optional, annual on-campus weekend that provides students an opportunity to interact face-to-face with their peers, alums, experienced faculty members and opinion leaders in Washington, D.C.

For more information, please visit PublicRelationsMasters.online.gwu.edu or contact an Enrollment Advisor at 1.888.989.7068 or pr@gspmonline.com.
The GW SPR courses encompass both the breadth and depth of the public relations role within a variety of employment settings. Students gain insight into business management and ethical standards that shape their role; learn strategies and tactics for managing sensitive topics such as social responsibility and crisis communication; and develop a deeper appreciation of the role political and government factors play in earning the trust of internal and external audiences.

The 30-credit* program consists of 10 three-credit-hour courses that can be completed entirely online in as few as 18 months. It offers four start dates per year — one in the spring, two in the summer and one in the fall. Students can graduate with professional acumen, a credible degree, an expanded professional network and the pride of being a member of the internationally prestigious GW alumni community.

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### Curriculum

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<thead>
<tr>
<th>Course Name</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>Public Relations Principles and Practices</td>
<td>3</td>
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<tr>
<td>Media Relations in the New Media World</td>
<td>3</td>
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<tr>
<td>Fundamentals of Finance and Management for PR Professionals</td>
<td>3</td>
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<td>Ethical Standards in Public Relations and Public Affairs</td>
<td>3</td>
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<td>Strategic Marketing Communications</td>
<td>3</td>
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<td>Applied Public Relations and Public Affairs Research</td>
<td>3</td>
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<td>Issues Management and Crisis Communications</td>
<td>3</td>
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<td>Sustainability Communication Strategies</td>
<td>3</td>
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<tr>
<td>Political Socialization and Public Opinion</td>
<td>3</td>
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<tr>
<td>Public Relations and Public Affairs Capstone Research Project</td>
<td>3</td>
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**Total Credit Hours** 30*

*Effective Fall 2016
The George Washington University seeks candidates who have demonstrated potential for management and leadership and who have the intellectual ability, maturity, initiative and creativity to participate in this challenging environment. Applicants to the Master’s in Strategic Public Relations program must have a bachelor’s degree from a regionally accredited institution of higher learning with a minimum GPA of 3.0 on a 4.0 scale, or an equivalent academic credential from a recognized international university.

If you wish to apply to the online Master’s in Strategic Public Relations program, please contact an Enrollment Advisor to schedule an informal phone interview. Your Advisor will assess your educational and professional background to determine whether you meet the minimum program requirements and walk you through the formal application process. Your Advisor is an excellent resource who will provide personal feedback on your application materials, ensure that your submitted portfolio is as strong as possible and inform you of pertinent application deadlines.

Application Materials

- Completed application form with the non-refundable application fee
- 250- to 500-word statement of purpose describing academic objectives and professional goals
- Current resume with education and work history
- Three letters of recommendation (at least one professional and one academic)
- Official transcripts from all colleges and universities attended, including graduate-level coursework (when available)
- Professional writing samples*

Official results of the Test of English as a Foreign Language (TOEFL) for applicants who are from countries where English is not an official language and for those who do not hold a degree from an accredited American institution of higher learning. The Test of Written English (TWE) is also recommended.

Minimum admission requirements are used to establish an applicant’s eligibility for the program; meeting the minimum requirements does not guarantee acceptance.

*Based on a review of the professional writing samples (news releases, speeches, opinion pieces, etc.) submitted with the application, qualified students may be able to place out of the Advanced Writing Course (PSPR 6202) and will take another elective course instead to complete the required 30 credits for the degree.

About The George Washington University

The George Washington University (GW) is a thriving academic institution located in the heart of Washington, D.C. Chartered by the United States Congress in 1821, GW has remained the largest higher education institution in the capital city for more than 180 years. In this hub of both national and international power and influence, GW helps to shape the leaders who benefit and serve the global community. GW offers its Master’s in Strategic Public Relations through the College of Professional Studies’ Graduate School of Political Management (GSPM). The George Washington University upholds a tradition of excellence in academics, as noted by the consistent recognition awarded to GW by distinguished publications such as U.S. News & World Report (USNWR), Princeton Review and Forbes.

Accreditation & Recognition

The George Washington University is accredited by the Middle States Commission on Higher Education (MSCHE), which is recognized by the United States Secretary of Education as one of the six regional accrediting bodies for private schools, colleges and universities.

GW is recognized as one of America’s Best National Universities by U.S. News & World Report.

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The George Washington University does not unlawfully discriminate in its admissions programs against any person based on that person’s race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, or gender identity or expression.