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THE GEORGE  
WASHINGTON  
UNIVERSITY

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WASHINGTON, DC

# VIRTUAL OPEN HOUSE

## STRATEGIC PUBLIC RELATIONS

### FALL 2019

JUNE 6, 2019



# AGENDA

- **INTRODUCTIONS**
- **PROGRAM DIRECTOR REMARKS**
- **PROGRAM OVERVIEW**
- **CURRICULUM**
- **PROGRAM ACCOLADES**
- **ALUMNI AMBASSADOR REMARKS**
- **DISCUSSION**
- **IMPORTANT DATES AND DEADLINES**
- **APPLICATION MATERIALS**
- **CONTACTS & RESOURCES**



# LARRY PARNELL

**GSPM Strategic Public Relations Program  
Director**



**@GWPRMasters**



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# PROGRAM OVERVIEW

- **SPR DEGREE REQUIREMENTS**
- **10 COURSES, 30 CREDITS (7 REQUIRED, 3 ELECTIVES)**
- **CLASSES HELD IN ARLINGTON, VA**
- **MOST STUDENTS WORK FULL-TIME, TAKE TWO CLASSES PER SEMESTER, AND GRADUATE IN 18 – 24 MONTHS**
- **GRADUATE CERTIFICATES AVAILABLE (CREDITS CAN BE APPLIED TO MASTER'S)**
  - **DIGITAL COMMUNICATIONS (4 COURSES)**
  - **GLOBAL PUBLIC RELATIONS (6 COURSES)**
  - **STRATEGIC PUBLIC RELATIONS (6 COURSES)**

# CURRICULUM

## CORE COURSES OFFERED IN FALL 2019:

- PSPR 6201 - STRATEGIC PUBLIC RELATIONS: PRINCIPLES AND PRACTICE
- PSPR 6202 - ADVANCE WRITING FOR COMMUNICATIONS PROFESSIONALS

## OTHER CORE COURSES:

- PSPR 6203 - RESEARCH METHODS FOR PR/PA MANAGERS (SPRING)
- PSPR 6204 - MEDIA RELATIONS IN A DIGITAL WORLD (SPRING)
- PSPR 6205 - FUNDAMENTALS OF BUSINESS AND FINANCE FOR PR/PA PROFESSIONALS (SUMMER)
- PSPR 6206 - ETHICAL STANDARDS IN PUBLIC RELATIONS AND PUBLIC AFFAIRS (SUMMER)
- PSPR 6300 - CAPSTONE RESEARCH PROJECT (FALL & SPRING)

# PROGRAM ACCOLADES

- Named the top PR Education Program of the Year for 2015 by PR Week
- Named Best Online Program 2018 by BestColleges
- Recognized by the Washington Post as one of America's best crisis PR programs
- Recognized as Military Friendly by G.I. Jobs and Best for Vets by Military Times
- Proud participant in the Yellow Ribbon Program

# PROGRAM ACCOLADES

- 84% of respondents said the program exceeded their expectations
- 85% would recommend the program to a friend or colleague
- 71% got a raise after completing the program
- 56% got a promotion or a better job in public relations

\*Survey of recent graduates (2015)



# ZODDY IMOISILI

**Government Affairs Coordinator, PepsiCo**

**GSPM Student Association President, 2018-19**

**Alumni Ambassador, GSPM Strategic Public Relations '19**



# DISCUSSION



# DISCUSSION



# IMPORTANT DATES AND DEADLINES

**GENERAL ADMISSION: JUNE 15**

# APPLICATION MATERIALS

1. ONLINE APPLICATION
2. NON-REFUNDABLE APPLICATION FEE (\$80)
3. TWO LETTERS OF RECOMMENDATION
  1. AT LEAST ONE MUST BE FROM AN ACADEMIC OR PROFESSIONAL REFERENCE
  2. AT LEAST ONE MUST BE FROM AN ACADEMIC REFERENCE IF YOU GRADUATED IN THE LAST 5 YEARS
4. CURRENT RÉSUMÉ
5. PERSONAL STATEMENT (250 – 500 WORDS)
6. UNOFFICIAL TRANSCRIPTS (OFFICIAL TRANSCRIPTS WILL BE REQUIRED AFTER ADMISSION)
7. 3.0 UNDERGRADUATE GPA OR GRE SCORES OR (IF YOU HAVE 3+ YEARS OF FULL-TIME EXPERIENCE) A WORK PORTFOLIO

# RESOURCES

- [FINANCIAL AID INFORMATION](#)
  - [FINAID@GWU.EDU](mailto:FINAID@GWU.EDU)
- [GSPM WEBSITE](#)
- [STRATEGIC PUBLIC RELATIONS DEGREE REQUIREMENTS](#)
- [APPLICATION PORTAL](#)
- [ONLINE COURSE LISTINGS](#)

# CONTACTS

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**RYAN ELIZABETH AREY**

**SENIOR RECRUITMENT AND ENROLLMENT SPECIALIST**

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**THANK YOU FOR ATTENDING!**

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