
THE GEORGE
WASHINGTON
UNIVERSITY

WASHINGTON, DC

VIRTUAL OPEN HOUSE

STRATEGIC PUBLIC RELATIONS

SUMMER 2019

FEBRUARY 5, 2019

AGENDA

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- **CONTACTS & RESOURCES**



LARRY PARNELL

**GSPM Strategic Public Relations Program
Director**



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PROGRAM OVERVIEW

- **SPR DEGREE REQUIREMENTS**
- **10 COURSES, 30 CREDITS (7 REQUIRED, 3 ELECTIVES)**
- **CLASSES HELD IN THE WASHINGTON D.C. AREA**
- **FULL TIME: 2 – 3 CLASSES PER SEMESTER (4.5+ CREDIT HOURS)**
- **PART TIME: 1 CLASS PER SEMESTER (3 CREDIT HOURS)**
- **MOST STUDENTS WORK FULL-TIME, TAKE TWO CLASSES PER SEMESTER, AND GRADUATE IN 18 – 24 MONTHS**
- **STUDENTS WORKING PART-TIME OFTEN TAKE THREE CLASSES PER SEMESTER**
- **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 SUMMER 2019:

- P SPR 6205 - FUNDAMENTALS OF BUSINESS AND FINANCE FOR PR/PA PROFESSIONALS
- P SPR 6206 - ETHICAL STANDARDS IN PUBLIC RELATIONS AND PUBLIC AFFAIRS

OTHER CORE COURSES:

- P SPR 6201 - STRATEGIC PUBLIC RELATIONS: PRINCIPLES AND PRACTICE
- P SPR 6202 - ADVANCE WRITING FOR COMMUNICATIONS PROFESSIONALS
- P SPR 6203 - RESEARCH METHODS FOR PR/PA MANAGERS
- P SPR 6204 - MEDIA RELATIONS IN A DIGITAL WORLD
- P SPR 6300 - CAPSTONE RESEARCH PROJECT

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 Edge for nine consecutive years
- 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)



ARVIND GOPALRATNAM

**VP of Corporate Social Responsibility,
Milwaukee Bucks**

**Executive Director, Milwaukee Bucks
Foundation**

**Alumni Ambassador, GSPM Strategic Public
Relations '12**

BUCKS IN THE COMMUNITY



DISCUSSION



DISCUSSION



IMPORTANT DATES AND DEADLINES

- **PRIORITY ADMISSION: MARCH 1**
- **GENERAL ADMISSION: APRIL 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
- [GSPM WEBSITE](#)
- [STRATEGIC PUBLIC RELATIONS DEGREE REQUIREMENTS](#)
- [APPLICATION PORTAL](#)
- [ONLINE COURSE LISTINGS](#)

CONTACTS

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THANK YOU FOR ATTENDING!

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