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THE GEORGE  
WASHINGTON  
UNIVERSITY

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WASHINGTON, DC

# VIRTUAL OPEN HOUSE

## STRATEGIC PUBLIC RELATIONS

MAY 5, 2020



# AGENDA

- **INTRODUCTIONS**
- **LARRY PARNELL'S REMARKS**
- **PROGRAM OVERVIEW**
- **CURRICULUM**
- **KAITLIN SOLOMON'S 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:

- **PSPR 6201 - STRATEGIC PUBLIC RELATIONS: PRINCIPLES AND PRACTICE**
- **PSPR 6202 - ADVANCE WRITING FOR COMMUNICATIONS PROFESSIONALS**
- **PSPR 6203 - RESEARCH METHODS FOR PR/PA MANAGERS**
- **PSPR 6204 - MEDIA RELATIONS IN A DIGITAL WORLD**
- **PSPR 6205 - FUNDAMENTALS OF BUSINESS AND FINANCE FOR PR/PA PROFESSIONALS**
- **PSPR 6206 - ETHICAL STANDARDS IN PUBLIC RELATIONS AND PUBLIC AFFAIRS**
- **PSPR 6300 - CAPSTONE RESEARCH PROJECT**



# KAITLIN SOLOMON

**Senior Manager for Member Engagement, Society of Nuclear Medicine and Molecular Imaging**

**GSPM Strategic Public Relations '16**

# DISCUSSION



# DISCUSSION





# IMPORTANT DATES AND DEADLINES

	SUMMER	FALL	SPRING
PRIORITY SCHOLARSHIP ADMISSION DEADLINE		APRIL 1	
ADMISSION DEADLINE FOR INTERNATIONAL STUDENTS		MAY 1	SEPTEMBER 1
PRIORITY DEADLINE FOR FINANCIAL AID	MARCH 1	MAY 1	OCTOBER 1
ADMISSION DEADLINE	APRIL 30	JUNE 15	NOVEMBER 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

• [GSPM.GWU.EDU](https://gspm.gwu.edu)

• [FINANCIALAID.GWU.EDU](https://financialaid.gwu.edu)

• [FINAID@GWU.EDU](mailto:FINAID@GWU.EDU)

# CONTACTS

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**STRATEGIC PUBLIC RELATIONS PROGRAM MANAGER**

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**RYAN ELIZABETH AREY**

**ENROLLMENT AND RECRUITMENT DIRECTOR**

**[RYANAREY@EMAIL.GWU.EDU](mailto:RYANAREY@EMAIL.GWU.EDU)**

**THANK YOU FOR ATTENDING!**

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