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THE GEORGE  
WASHINGTON  
UNIVERSITY

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WASHINGTON, DC

# VIRTUAL OPEN HOUSE

## STRATEGIC PUBLIC RELATIONS

OCTOBER 6, 2021

# AGENDA

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

# LARRY PARNELL

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Program Director**



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# PROGRAM OVERVIEW

- **SPR DEGREE REQUIREMENTS**
- **10 COURSES, 30 CREDITS (7 REQUIRED, 3 ELECTIVES)**
- **CLASSES HELD IN ARLINGTON, VA AND ONLINE**
- **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)**

# PROGRAM UPDATES

- **10-WEEK QUARTERLY TERMS (FALL, SPRING 1, SPRING 2, SUMMER)**
- **CLASSES OFFERED IN-PERSON, ONLINE, AND HYBRID (BOTH IN-PERSON AND ONLINE)**
- **SHORTER AND EARLIER CLASS TIMES**
  - **IN-PERSON SPR CLASSES WILL BE HELD IN ARLINGTON FROM 6:30 – 8:30 PM**
  - **CLASSES INCLUDE 1 HOUR OF ONLINE INSTRUCTION**

# CURRICULUM

## CORE COURSES:

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

# CURRICULUM

## ELECTIVES:

- **PSPR 6207 – SUSTAINABILITY COMMUNICATIONS**
- **PSPR 6208 – INTEGRATED MARKETING COMMUNICATIONS**
- **PSPR 6222 – MULTICULTURAL MARKETING & ENGAGEMENT**
- **PSPR 6223 – PUBLIC OPINION, POLITICAL SOCIALIZATION, PUBLIC RELATIONS**
- **PSPR 6224 – GLOBAL PUBLIC RELATIONS**
- **PSPR 6226 – DIGITAL COMMUNICATIONS**
- **PSPR 6230 – CRISIS & ISSUES MANAGEMENT**



# GLOBAL PERSPECTIVE RESIDENCIES







# TAYLOR BOLOGNA

**Associate Vice President, Client Relations –  
DDC Public Affairs**

**GSPM Strategic Public Relations '21**

# DISCUSSION



# IMPORTANT DATES AND DEADLINES

	SUMMER	FALL	SPRING
PRIORITY SCHOLARSHIP ADMISSION DEADLINE	APRIL 1	APRIL 1	SEPTEMBER 1
ADMISSION DEADLINE FOR INTERNATIONAL STUDENTS	NO ON CAMPUS START	MAY 1	SEPTEMBER 1
ADMISSION DEADLINE	APRIL 15	JULY 1	NOVEMBER 1

# 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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**THANK YOU FOR ATTENDING!**

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