
THE GEORGE
WASHINGTON
UNIVERSITY

WASHINGTON, DC

VIRTUAL OPEN HOUSE

STRATEGIC PUBLIC RELATIONS

APRIL 7, 2021



AGENDA

- **INTRODUCTIONS**
- **PROGRAM DIRECTOR REMARKS**
- **PROGRAM OVERVIEW**
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- **ALUMNI REMARKS**
- **DISCUSSION**
- **IMPORTANT DATES AND DEADLINES**
- **APPLICATION MATERIALS**
- **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 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 CHANGES

- **BEGINNING FALL 2021**
- **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

**Senior Associate, Client Relations – DDC Public Affairs
GSPM Strategic Public Relations '21**



REMMINGTON BELFORD

**Communications Director – Rep. Yvette Clarke (D-N.Y.)
GSPM Strategic Public Relations '19**

DISCUSSION



DISCUSSION



IMPORTANT DATES AND DEADLINES

	SUMMER	FALL	SPRING
PRIORITY SCHOLARSHIP ADMISSION DEADLINE	APRIL 1	MAY 1	SEPTEMBER 1
ADMISSION DEADLINE FOR INTERNATIONAL STUDENTS		MAY 1	SEPTEMBER 1
ADMISSION DEADLINE	MAY 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

CONTACTS

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THANK YOU FOR ATTENDING!

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