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
lparnell@gwu.edu
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)
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
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
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
● GSPM WEBSITE
● STRATEGIC PUBLIC RELATIONS DEGREE REQUIREMENTS
● APPLICATION PORTAL
● ONLINE COURSE LISTINGS
CONTACTS

LARRY PARNELL
STRATEGIC PUBLIC RELATIONS PROGRAM MANAGER
LPARNELL@EMAIL.GWU.EDU

RYAN ELIZABETH AREY
SENIOR RECRUITMENT AND ENROLLMENT SPECIALIST
RYANAREY@EMAIL.GWU.EDU
THANK YOU FOR ATTENDING!

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC