AGENDA

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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:
● PSPR 6205 - FUNDAMENTALS OF BUSINESS AND FINANCE FOR PR/PA PROFESSIONALS
● PSPR 6206 - ETHICAL STANDARDS IN PUBLIC RELATIONS AND PUBLIC AFFAIRS

OTHER 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 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
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!

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC