AGENDA

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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:

- 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
# IMPORTANT DATES AND DEADLINES

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<tr>
<th></th>
<th>SUMMER</th>
<th>FALL</th>
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<tr>
<td>PRIORITY SCHOLARSHIP ADMISSION DEADLINE</td>
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<td>APRIL 1</td>
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<td>ADMISSION DEADLINE FOR INTERNATIONAL STUDENTS</td>
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<td>MAY 1</td>
<td>SEPTEMBER 1</td>
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<td>PRIORITY DEADLINE FOR FINANCIAL AID</td>
<td>MARCH 1</td>
<td>MAY 1</td>
<td>OCTOBER 1</td>
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<td>ADMISSION DEADLINE</td>
<td>APRIL 30</td>
<td>JUNE 15</td>
<td>NOVEMBER 15</td>
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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
- FINANCIALAID.GWU.EDU
- FINAID@GWU.EDU
CONTACTS

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THANK YOU FOR ATTENDING!

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