

MASTER OF PROFESSIONAL STUDIES IN THE FIELD OF PUBLIC RELATIONS AND COMMUNICATIONS

The MPS in the field of public relations and communications provides communications professionals at all levels with the knowledge, skills, and ethical foundation necessary to excel in the ever-evolving fields of public relations, public affairs, and communications. By choosing from one of three concentrations—corporate communications, government communications and global affairs, or nonprofit communications—students can customize their experience to reflect their chosen career path and help shape the future of the public relations and communications field. Through a flexible learning environment that blends academic rigor with real-world challenges and applications, the public relations and communications program prepares graduates to become strategic communicators adept at shaping narratives, building relationships and credibility, and driving responsible social change. Students learn to plan, implement, and evaluate effective strategic communications programs, developing key skills in writing and digital communications, financial literacy, media relations, crisis and reputation management, and organizational communications.

The program’s faculty comprises accomplished practitioners and scholars who are dedicated to mentoring and guiding students toward their unique professional goals. Through experiential learning opportunities and real-world projects working with influential Washington, DC-based businesses, agencies, and firms, the MPS in public relations and communications program ensures that students graduate not only with theoretical knowledge but also with practical, hands-on experience to advance in their careers.

ADMISSIONS

Admission deadlines: Fall Priority Admission/General Scholarship Deadline - April 1

Fall International Application Deadline - May 1

Fall General Deadline - July 1

Spring Priority Admission/General Scholarship Deadline - September 1

Spring International Application Deadline - September 1

Spring General Admission Deadline - November 1

Summer Priority Admission - March 15

Summer General Admission Deadline - April 15

Recommendation Change to: Two (2) letters of recommendation from professional and/or academic references; at least one academic reference for those who graduated within the last five years.

Prior academic records: Transcripts are required from all colleges and universities attended, whether or not credit was earned, the program was completed, or the credit appears as transfer credit on another transcript. Unofficial transcripts from all colleges and universities attended should be uploaded to your online application. Official transcripts are required only of applicants who are offered admission.

Transcripts from institutions outside the United States must be accompanied by an official transcript evaluation from an accredited independent evaluating agency. Please be sure you request a detailed, course-by-course evaluation that includes all course titles, credit hours, grade-point average (GPA), United States degree equivalency, and date of degree conferral. Please see the list of acceptable foreign credential evaluation services (<https://www.naces.org/members> (<https://www.naces.org/members/>)).

Statement of purpose: In an essay of 250-500 words, state your purpose in undertaking graduate study in this field and describe your academic objectives, research interests, and career plans. Also, discuss your related qualifications, including collegiate, professional, and community activities, as well as any other substantial accomplishments not already mentioned on the application form.

Additional requirements: A resumé.

International applicants only: Please review International Applicant Information (<https://www.cps.gwu.edu/international-student-admissions> (<https://www.cps.gwu.edu/international-student-admissions/>)) carefully for details on required documents, earlier deadlines for applicants requiring an I-20 or DS-2019 from GW, and English language requirements.

Supporting documents not submitted online should be mailed to:

College of Professional Studies – Office of Admission
George Washington University
805 21st Street, NW
Suite 301
Washington DC 20052

Contact for questions:

CPS Office of Admission
applycps@gwu.edu ~ 571-553-0025 (phone) ~ 202-242-1047 (fax)

8:30 am – 5:00 pm EST, Monday through Friday

REQUIREMENTS

The following requirements must be fulfilled: 30 credits, including 13 credits in core courses, 2 to 5 credits in professional

skills courses, and at least 12 credits in courses taken in one concentration.

Code	Title	Credits
Required		
Core courses		
PSPR 6201	Strategic Public Relations: Principles and Ethical Practice	
PSPR 6204	Media Relations in a Digital World	
PSPR 6205	Fundamentals of Business and Finance in Public Relations	
PSPR 6299	Capstone Research Project Proposal	
PSPR 6300	Capstone Research Project	
Professional skills courses		
2 to 5 credits in 1-credit professional skills courses selected from the following in consultation with the program director:		
PSPR 6212	Risk/Issues Management and Crisis Communications	
PSPR 6213	Communications Research Methods	
PSPR 6214	Social Analytics and Digital Media	
PSPR 6215	Public Speaking and Presentations	
PSPR 6216	Writing for Public Relations Professionals	
Concentration requirement		
At least 12 credits in one of the following concentrations:		
Corporate communications concentration		
PMGT 6420	Corporate Public Affairs	
PSPR 6207	Sustainability and Social Responsibility Communications	
PSPR 6210	Special Topics in Public Relations	
PSPR 6229	Corporate Communications	
PSPR 6224	Global Public Relations Strategy and Practice	
Government communications and public affairs concentration		
PMGT 6402	Applied Political Communications	
PMGT 6420	Corporate Public Affairs	
PSPR 6210	Special Topics in Public Relations	

PSPR 6220	Social Issues and Public Policy
PSPR 6228	Communicating for Social Change
Nonprofit communications concentration	
PMGT 6410	Grassroots Engagement
PSPR 6207	Sustainability and Social Responsibility Communications
PSPR 6210	Special Topics in Public Relations
PSPR 6224	Global Public Relations Strategy and Practice
PSPR 6225	Nonprofit and Association Communication Strategies
PSPR 6228	Communicating for Social Change