

# THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

## COLLEGE OF PROFESSIONAL STUDIES

Master of Professional Studies in Strategic Public Relations

| Off Campus (Arlington) |

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Welcome to CPS at George Washington University! This is your program plan. It sets out what courses you need to take in order to complete your program of study. You are expected to take your courses as outlined. However, if you need to make any changes to your schedule of classes below, please contact your Program Director and Faculty Academic Advisor, **Larry Parnell**. Graduate students must maintain a minimum cumulative grade point average of **3.0**.

REQUIREMENTS: <b>6</b> COURSES	SUBJECT	COURSE TITLE	CREDITS
	<b>PSPR 6201</b>	Strategic Public Relations Principles & Practices	3
	<b>PSPR 6203</b>	Research Methods for Public Relations & Public Affairs Professionals	3
	<b>PSPR 6204</b>	Media Relations in a Digital World	3
	<b>PSPR 6205</b>	Fundamentals of Business & Management for Public Relations & Public Affairs Professionals	3
	<b>PSPR 6206</b>	Ethical Standards in Public Relations & Public Affairs	3
	<b>CPS 6300</b>	Public Relations & Public Affairs Capstone Research Project	3

ELECTIVES: CHOOSE: <b>4</b> COURSES	SUBJECT	COURSE TITLE	CREDITS
	<b>PSPR 6207</b>	Sustainability Communications Methods & Practices	3
	<b>PSPR 6208</b>	Integrated Marketing Communications	3
	<b>PSPR 6210</b>	Special Topics in Public Relations	3
	<b>PSPR 6222</b>	Multicultural Marketing	3
	<b>PSPR 6223</b>	Public Opinion, Political Socialization and Public Relations	3
	<b>PSPR 6224</b>	Global Public Relations and Public Affairs: Strategy and Practice	3
	<b>PSPR 6230</b>	Crisis and Issues Management	3
	<b>PMGT 6410</b>	Grassroots	3
	<b>PMGT 6414</b>	Lobbying	3
	<b>PMGT 6420</b>	Corporate Public Affairs	3
	<b>PMGT 6452</b>	Digital Strategy	3
	<b>PMGT 6456</b>	Speechcraft	3
	<b>PMGT 6472</b>	Maximizing Social Media	3
<b>PSAD 6200</b>	Global Residency	3	

**TOTAL PROGRAM HOURS: 30**