

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

COLLEGE OF PROFESSIONAL STUDIES

Master of Professional Studies in Strategic Public Relations

| Online |

Program Director: Larry Parnell | **Email:** lparnell@gwu.edu | **Phone Number:** 703-248-6213

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

ELECTIVES: CHOOSE: 4 COURSES	SUBJECT	COURSE TITLE	CREDITS
	PSPR 6207	Sustainability Communications Methods & Practices	3
	PSPR 6208	Integrated Marketing Communications	3
	PSPR 6210	Special Topics in Public Relations	3
	PSPR 6223	Public Opinion, Political Socialization and Public Relations	3
	PSPR 6224	Global Public Relations & Public Affairs: Strategy and Practice	3
	PSPR 6230	Crisis & Issues Management	3
	PMGT 6452	Digital Strategy	3
	PMGT 6472	Maximizing Social Media	3
PSAD 6200	Global Residency	3	

TOTAL PROGRAM HOURS: 30