

Become a leader in strategic communications and public relations. Learn from industry experts through an applied curriculum focused on strategy, digital skills, branding, cause communications and evaluation.

The Master of Professional Studies in Public Relations and Corporate Communications program at Georgetown aims to prepare the next leaders in responsible communication who will use their skills to positively impact the world. Recognized as PRWeek's Education Program of the Year two years in a row, our program is uniquely positioned among more than 350 graduate communications programs in the United States due to its prioritization of strategic thinking, global perspective, clear writing, digital focus, and applied curriculum.

FEATURES OF THE PROGRAM

- **Applied Curriculum:** Trendsetters and industry influentials pull real-time challenges directly into the classrooms. Students have worked with clients such as Volvo, GE Healthcare, Amnesty International, Facebook and Shell Oil - among many others.
- **Strategic Thinking:** Students internalize the Georgetown Framework for Strategic Planning and apply it to challenges throughout the program. Application of the framework reflects individual critical thinking skills, strategic decision-making and creativity.
- **Social Impact:** The program houses the only academic initiative of its kind in the country in its Center for Social Impact Communication, which attracts students wishing to use their communications skills to foster change.
- **Flexibility:** The program offers evening courses for working professionals.

CAREERS

Students become leaders in strategic communications and public relations focused on strategy, digital skills, branding, social impact and evaluation. These skills prepare our graduates for careers in strategic communications across three sectors: government, nonprofit and corporate.

FACULTY

Faculty members are experienced industry practitioners and thought leaders from high-level communications positions at prominent organizations across all sectors.

Executive Vice President,
Strategy and Planning at
Ogilvy Public Relations Worldwide

Senior Vice President and Partner,
Fleishman-Hillard

Senior Vice President of Digital and Public Affairs, Edelman Public

Chief Innovation Officer, SocialCode

President, Cascade Strategy Inc.

Senior Consultant, Gagen-MacDonald

Vice President of Social Media,
National Geographic Society

Partner and Director,
Ketchum Public Relations

Head of Government and Associations,
Google Inc.

See our website for a complete listing of faculty.



CURRICULUM

The degree requires 30 credits total with three required courses and seven elective courses.

Concentrations

- Public Relations
- Corporate Communications
- Integrated Marketing Communications
- Digital Communications
- Cause Communications

Core Courses (Required)

6 credits

- Ethics
- Elements of Communications Planning

Capstone (Required)

3 credits

The Capstone course assesses and applies strategic communications skills and knowledge built throughout students' time in the program. After identifying and securing a company or organization of their choosing, students respond to a communication challenge by creating a well-researched, insightful, creative, strategic plan that exemplifies their development as communications professionals.

Electives

21 credits

- Integrated Marketing Communications
- Global Communication in the Age of Social Media
- Crisis Communications
- Cause Consulting
- Digital Analytics and Measurement
- Brand and Creative Strategy
- Visual Storytelling

See our website for a complete listing of concentration courses.

EARN YOUR
MASTER'S DEGREE IN
Public Relations
& Corporate
Communications

APPLICATION DEADLINES

Visit our admissions page for more information about application deadlines and applying online.

TUITION

Educational expenses are assessed each semester based on the number of credits for which you are registered. Visit our website for current tuition rates.

FOR APPLICATION INFORMATION AND TO APPLY, VISIT:

scs.georgetown.edu/mastersinpr

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