

## Become an Impactful Communicator Through One of the World's Premier PR Programs

A three-time winner of PRWeek's "PR Education Program of the Year" Award, Georgetown University's Master of Professional Studies in Public Relations & Corporate Communications (PRCC) teaches students how to think strategically, digitally, and globally. Students develop a 360-degree perspective of the modern-day communications industry as they master the skills needed to become forward-thinking and impactful communicators.

### PROGRAM FEATURES

**Strategy & Critical Thinking.** Grounded in strategy, the program emphasizes the planning, critical thinking, and creative skills needed to tackle various communications challenges.

**Clear Writing & Storytelling.** Students master the art of clear, compelling writing and understand how to tailor content across audiences and channels.

**Informed by Industry.** The program continually evolves its curriculum to incorporate emerging industry trends, innovative digital tools, and in-demand skills that prepare students for success.

**Applied Learning.** Nearly all courses integrate applied client work with the program's vast partner network, including ESPN, Marine Corps Marathon, World Wildlife Fund, and Corporation for Public Broadcasting.

### CAREERS

The PRCC program empowers students with the tools and resources they need to secure not only their next job, but also every job after that. Throughout the program, students have the opportunity to develop in-demand skills and gain hands-on experience while building their network.

- 82% of students report making valuable connections with faculty
- 94% of alumni are employed in PR or related fields
- 90% of students say the PRCC program has made a significant impact on their career

Source: Georgetown PRCC Annual Student Survey, 2015

### FACULTY

Faculty members are experienced industry innovators, executives, and thought leaders at prominent organizations, including:

- AARP
- Edelman
- Lockheed Martin
- Gagen MacDonald
- U.S. Department of Health & Human Services
- Ketchum
- National Geographic Society
- Burson-Marsteller
- Bloomberg BNA

See the PRCC website for a complete listing of faculty.



### CURRICULUM

To earn the MPS in Public Relations & Corporate Communications, students must complete 30 total credits (10 courses), including five required courses and five elective courses\*.

#### Core Courses (Required)

12 credits

- Ethics
- Elements of Communications Planning
- PR Writing\*
- Communications Research\*

#### 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 communications challenge by creating a well-researched, insightful, and creative strategic plan that exemplifies their development as communications professionals.

#### Electives

15 credits

- Digital Communications Strategy
- Digital Analytics and Measurement
- Project Management & Budgeting
- Cause Consulting
- Corporate Communications
- Media Relations
- Crisis Communications

\*Effective Fall 2017, all students entering the program are required to complete these courses. See the PRCC website for a complete listing of elective courses available online and on campus.

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](https://scs.georgetown.edu/mastersinpr)

 /GeorgetownPR  @GeorgetownPRCC

 @GeorgetownPRCC