



\*Data taken from Student Survey, March 2009

## Stand out in the crowd

100% of students strongly agree or agree that they  
**apply what they learn effectively at work**  
to differentiate themselves from their peers.

## Join an elite group of professionals

### Students are:

- Director of Communications
- Vice President of Corporate Communications
- Account Directors
- Public Relations Managers
- Management & Employee Communications Managers
- US Marine Corps Captains
- Public Information Administrator

## Be hired by the best

### GW students are hired by the best companies in North America

- NBC Universal
- Pepco Holdings Inc.
- United States Marine Corps

75% of students would definitely take  
another program from GW again.

## Associate yourself with a premier school recognized for professional and applied politics in the nation

92.3% of students chose this program  
because of the GW's high academic  
reputation.



*U.S. News & World Report*

- 53<sup>rd</sup> Top National University



*New York Times*

- Hailed as the "West Point of Political Wars"

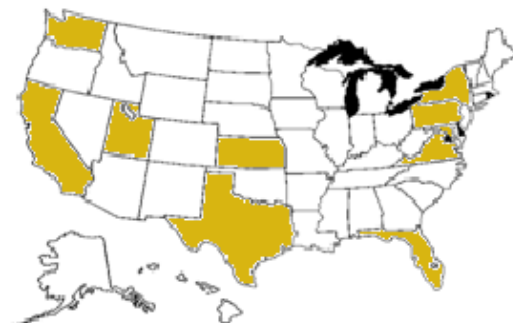


*Princeton Review*

- Top 10 for Most Politically Active, Best College in the Northeast, College with a Conscience

## Network with students across the nation.

GW's Masters in Strategic Public Relations students live and work all over the US



### Top 10 States

- |       |        |
|-------|--------|
| 1) FL | 6) NY  |
| 2) CA | 7) TX  |
| 3) MD | 8) UT  |
| 4) WA | 9) KS  |
| 5) VA | 10) PA |



Nearly 80% of students would  
recommend GW to family,  
friends or colleagues.

## Enhance the skills needed to succeed

Top 3 skills students have strengthened  
through the program:

- 1) Thinking & Learning
- 2) Communication
- 3) Teamwork

## What students will achieve with a Masters in Strategic Public Relations from GW

...A greater understanding of the public relations field and the  
issues that impact it

...Confidence in interactions and involvement with clients in the  
communications fields

...Great job contributions and a second career.

## Delivers ROI out of the gate

*Already, one-third of students have  
received salary increases within the first  
year of the program.*

*"Throughout my public relations career, I have  
continually drawn on what GSPM has taught  
me about message development, working with the  
media, and employing effective communication  
strategies."*

- GSPM Political Management Alumnus

## Learn the strategic know-how of public relations

### Particular relevance to public relations professionals who work in:

- The public policy area
- The political area
- PR firms
- Corporate not-for-profit PR departments.

### Enjoy the advantages of 100% online learning

- Flexibility
- Connection
- Interaction
- Timely curriculum

76.9% of graduates enjoy the  
flexibility of GW's Masters in  
Strategic Public Relations  
program.

### Same Degree as On-Campus

## GW, the largest institution of higher education in the nation's capital for over 180 years

**World-renowned faculty** – Learn from  
distinguished faculty members, guest lecturers and  
instructions from the highest level of business, politics  
and numerous world figures.

**Accreditation** – GW is accredited by the Middle  
States Commission on Higher Education, which defines,  
maintains, and promotes educational excellence.

*"Overall, my experience has been excellent  
and I believe the professors are very  
knowledgeable in their subjects."*

- Student, Masters in Strategic Public Relations