

# Media and Strategic Communication - GRADUATE ACADEMIC PLAN

Name \_\_\_\_\_

GWID   G  

*This form is intended to help you plan your graduate classes and does not replace DegreeMap. Be sure to consult with your [Graduate Advisor](#), the [GWU Bulletin](#), and the [SMPA Website](#). **Must be submitted to your director of graduate studies within the first semester.***

First Semester - _____		
Course Alpha/Number	Course Title	# Crs
<i>Total</i>		

Second Semester - _____		
Course Alpha/Number	Course Title	# Crs
<i>Total</i>		

Third Semester _____		
Course Alpha/Number	Course Title	# Crs
<i>Total</i>		

Fourth Semester _____		
Course Alpha/Number	Course Title	# Crs
<i>Total</i>		

Fifth Semester _____		
Course Alpha/Number	Course Title	# Crs
<i>Total</i>		

Sixth Semester _____		
Course Alpha/Number	Course Title	# Crs
<i>Total</i>		

## Curriculum

### Core Courses (15 credit hours)

- SMPA 6202 (3) Media Effects, Public Opinion, and Persuasion
- SMPA 6204 (3) Strategic Political Communication
- SMPA 6208 (3) Politics and Public Relations Fundamentals
- SMPA 6241 (3) Research Design
- SMPA 6242 (3) Analytics and Data Analysis for Strategic Communication

### Skills Courses (3 credit hours/1.5 hours per course taken twice)

*Topics vary by semester.*

- SMPA 6201 (1.5)
- SMPA 6201 (1.5)

### Elective Courses (12 credit hours)

\_\_\_\_\_ (3) \_\_\_\_\_ (3) \_\_\_\_\_ (3)  
 \_\_\_\_\_ (3)

### Capstone Sequence

6 credits to be taken over the last two semesters in the program (3 credits per semester) in one of three options:

Research Thesis (*taken twice consecutively*)

- SMPA 6999 (3) Thesis Research x 2

Media Project (*taken twice consecutively*)

- SMPA 6297 (3) Media Capstone Project x 2

Strategic Communication Project (*taken in this order*)

- SMPA 6220 (3) Strategic Practicum
- SMPA 6298 (3) Strategic Communication Capstone Project

Final Total of Earned Credit \_\_\_\_ / 36