

FY 19-21 Educational Skill Requirements
Public Affairs
Subspecialty: 4400
Curriculum: 920

1. Curriculum number: 920
2. Curriculum length in months: 13
3. GRE/GMAT required: For SDSU program only.
4. The officer must understand the fundamental concepts and be familiar with the basic functional areas of Public Affairs within the Department of the Navy (DoN) and the Department of Defense (DoD) including:
 - a. ESR-1: Research Methods and Analysis. To include both qualitative and quantitative methods.
 - b. ESR-2: Communication Planning. Creating measureable effects with communication assets available.
 - c. ESR-3: Ethical and Reputational Issues. The role of communication in earning and maintaining public trust of organizations.
 - d. ESR-4: Issues Management and Crisis Management.
 - e. ESR-5: History and Theory of Public Affairs. Origins and development of standards and practices within the field of public affairs with regard to foundational communication theories.
 - f. ESR-6: Communication Techniques. Includes understanding of digital, written, verbal and non-verbal communication.
5. Approved Schools List:
 - a. San Diego State University: School of Journalism and Media Studies, Master of Arts (MA) degree in Mass Communication and Media Studies. Application to this program requires a GRE score of 295 (total) with breakdowns of 150 Verbal/142 Quantitative/4.0 Writing. No GPA requirement.
 - b. Syracuse University: S.I. Newhouse School of Public Communications and Maxwell School of Citizenship and Public Affairs, Master of Arts (MA) in Public Relations along with a certificate in International Relations. No GRE requirement.
 - c. Georgetown University: School of Continuing Studies; Master of Professional Studies (MPS) in Public

Enclosure (5)

Relations and Corporate Communications. No GRE requirement.

6. Major Area Sponsor and Subject Matter Experts

a. Major Area Sponsor: [REDACTED] U.S. Navy, Vice Chief of Information.

b. Subject Matter Expert: [REDACTED] U.S. Navy, Manpower Assistant/Head of Officer Assignments, Navy Office of Information (Detachment Millington).

Approved:

[REDACTED]
19 MAY 2020
Date

Approved:

[REDACTED]
29 MAY 2020
Date

Approved:

[REDACTED]
3 AUG 2020
Date