MASTER OF PUBLIC HEALTH IN THE FIELD OF PUBLIC HEALTH COMMUNICATION AND MARKETING

Program Director L. Abroms

Faculty Advisors D. Evans, J. Franz, S. Hull, R. Rimal, M. Turner

Practicum Director D. Strong, K. Pomerantz

Mission
Based on an ecological model of health, the mission of this program is to educate public health professionals to use communication and marketing as strategic tools to influence people, places, and environmental conditions in ways that advance public health objectives.

Goals
Graduates will possess the skills necessary to become highly effective public health practitioners and leaders. Their specific expertise in the strategic use of communication and marketing tools will enable them to work collaboratively with a broad range of other public health experts to plan high-impact health enhancement initiatives, and to implement or supervise the implementation of the communication and marketing components of public health initiatives.

Specifically, students will become proficient at developing, implementing, and evaluating:

- Communication programs that help people make sound health decisions and effectively manage their health behaviors.
- Marketing programs that improve the health capacity of communities by enhancing the competitiveness of the healthful (versus unhealthful) products and services offered to community members.
- Communication programs that promote the adoption of policies--in the public and private sector--which enhance health.

Specific admission requirements are shown on the Graduate Program Finder. (http://www.gwu.edu/all-graduate-programs)

Visit the program website (https://publichealth.gwu.edu/programs/public-health-communication-and-marketing-mph) for additional program information.

REQUIREMENTS

Course Requirements
MPH students who select the Public Health Communication and Marketing (PHCM) Program enroll in MPH core courses (15 credits); department requirements (6 credits); program-specific required courses (12 credits); program-specific electives (8 credits). The 45 credit requirement includes both practicum and the culminating experience (4 credits), where students apply their didactic education in real world settings.

Begin planning practicum during year 1; complete culminating experience in year 2.

Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUBH 6001</td>
<td>Biological Concepts in Public Health</td>
<td></td>
</tr>
<tr>
<td>PUBH 6002</td>
<td>Biostatistical Applications for Public Health</td>
<td></td>
</tr>
<tr>
<td>PUBH 6003</td>
<td>Principles and Practices of Epidemiology</td>
<td></td>
</tr>
<tr>
<td>PUBH 6004</td>
<td>Environmental and Occupational Health in a Sustainable World</td>
<td></td>
</tr>
<tr>
<td>PUBH 6006</td>
<td>Management and Policy Approaches to Public Health</td>
<td></td>
</tr>
<tr>
<td>PUBH 6007</td>
<td>Social and Behavioral Approaches to Public Health</td>
<td></td>
</tr>
</tbody>
</table>

Required department courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUBH 6500</td>
<td>Planning and Implementing Health Promotion Programs</td>
<td></td>
</tr>
<tr>
<td>PUBH 6501</td>
<td>Program Evaluation</td>
<td></td>
</tr>
</tbody>
</table>

Required program courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUBH 6503</td>
<td>Introduction to Public Health Communication and Marketing</td>
<td></td>
</tr>
<tr>
<td>PUBH 6504</td>
<td>Social and Behavioral Science Research Methods</td>
<td></td>
</tr>
<tr>
<td>PUBH 6570</td>
<td>Advanced Public Health Communication: Theory and Practice</td>
<td></td>
</tr>
<tr>
<td>PUBH 6571</td>
<td>Social Marketing: Theory and Practice</td>
<td></td>
</tr>
</tbody>
</table>

Program-specific electives (8 credits) from list:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUBH 6516</td>
<td>Community Health Information Resources</td>
<td></td>
</tr>
<tr>
<td>PUBH 6530</td>
<td>Qualitative Methods in Health Promotion</td>
<td></td>
</tr>
<tr>
<td>PUBH 6532</td>
<td>Community Organization, Development, and Advocacy</td>
<td></td>
</tr>
<tr>
<td>or PUBH 6573</td>
<td>Media Advocacy for Public Health</td>
<td></td>
</tr>
<tr>
<td>PUBH 6572</td>
<td>Marketing Research for Public Health</td>
<td></td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
<td></td>
</tr>
<tr>
<td>-------------</td>
<td>--------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>PUBH 6574</td>
<td>Public Health Branding: Theory and Practice</td>
<td></td>
</tr>
<tr>
<td>PUBH 6575</td>
<td>Communication Skills for Public Health Professionals</td>
<td></td>
</tr>
<tr>
<td>PUBH 6133</td>
<td>Social Dimensions in Climate Change and Health</td>
<td></td>
</tr>
<tr>
<td>PUBH 6249</td>
<td>Use of Statistical Packages: Data Management and Data Analysis</td>
<td></td>
</tr>
</tbody>
</table>

Or select other SPH course(s) with advisor’s advanced approval

**Practicum and culminating experience:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUBH 6014</td>
<td>Practicum</td>
</tr>
<tr>
<td>PUBH 6015</td>
<td>Culminating Experience</td>
</tr>
</tbody>
</table>

**Graduation Requirements**

1. Graduate credit requirement: 45 graduate credits.
2. Course requirements: Successful completion of core and program-specific courses.
3. Grade point requirement: 3.0 (B average) overall grade-point average.
4. Time limit requirement: The degree must be completed within four years.
5. Transfer credit policy: Up to 12 graduate credits that have not been applied to a previous graduate degree may be transferred to the Master of Public Health program. External credits must have been earned from an accredited institution in the last three years with a grade of 3.0 (B) or above. SPH graduate certificate students can transfer as many credits as meet program requirements—up to 18 credits—to the MPH degree. Graduate certificate students wishing to transfer to a degree program may apply to do so via the online change of concentration petition after completion of three or more courses and a cumulative GPA of 3.0 or above. A grade of B or above is required for a course to be eligible for transfer.