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

Program Director: W.D. Evans

Mission
Based on an ecological model of health, the mission of the master of public health in the field of public health communication and marketing 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.

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

ADMISSIONS

Admission deadlines:

Fall - March 15 (Applications must be complete by December 15 for priority scholarship consideration.)
Spring - October
Summer - December 15

Individuals interested in applying to this program should submit their application and supporting documents through SOPHAS (http://www.sophas.org/), a general online application for schools of public health. A graduated fee is charged for this application, depending on the number of accredited schools to which you apply.

Standardized test scores: GRE general test (institutional code 5268), LSAT, MCAT, or GMAT. Not required for Fall 2021 admission, although students may submit their scores if they feel it would be beneficial.

Recommendations required: Two (2) recommendations

Prior academic records: Transcripts are required from all colleges and universities attended, whether or not credit was earned, the program was completed, or the credit appears as transfer credit on another transcript. Transcripts must be forwarded to SOPHAS in their original sealed envelopes directly from the institution.

Official transcripts from institutions outside the United States must be accompanied by an official transcript evaluation from an accredited independent evaluating agency. Please be sure you request a detailed evaluation that includes all course titles, credit hours, grade-point average (GPA), United States degree equivalency, and date of degree conferral. Please see the list of acceptable foreign credential evaluation services (http://www.naces.org/members/).
Statement of purpose: In no more than 1500 words, state your purpose in undertaking graduate study in your chosen field. Include your academic objectives, research interests, and career plans. Also discuss your related qualifications, including collegiate, professional, and community activities, and any other substantial accomplishments not already mentioned in the application. The Committee reviews your Statement of Purpose to determine your motivation for pursuing a career in public health.

International applicants only: Please review International Applicant Information (http://graduate.admissions.gwu.edu/international-applicants/) carefully for details on required documents, earlier deadlines for applicants requiring an I-20 GW, and English language requirements. Detailed documentation needed for this program is available here (https://publichealth.gwu.edu/admissions/graduate-admissions/).

PLEASE NOTE that all programs in the Milken Institute School of Public Health require the following minimum English language test scores for admission:

- Academic IELTS: an overall band score of 7.0 with no individual band score below 6.0.
- TOEFL: 100 on Internet-based.

Supporting documents not submitted online should be mailed to:
Office of Admissions
Suite 200
Milken Institute School of Public Health
950 New Hampshire Ave. NW
Washington, DC 20052

Contact for questions:
GWSHPAdmit@gwu.edu – 202-994-2160 (phone)

http://publichealth.gwu.edu/admissions (http://publichealth.gwu.edu/admissions/)
9:00 am - 5:00 pm, Monday through Friday

REQUIREMENTS

The following requirements must be fulfilled: 45 credits, including 15 credits in core courses, 6 credits in departmental core courses, 12 credits in program-specific courses, 10 credits in program-specific electives, and a 2-credit culminating experience.

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Required</td>
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<tr>
<td>PUBH 6000</td>
<td>MPH Applied Practice Experience</td>
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<tr>
<td>PUBH 6002</td>
<td>Biostatistical Applications for Public Health</td>
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<td>PUBH 6003</td>
<td>Principles and Practices of Epidemiology</td>
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<td>PUBH 6007</td>
<td>Social and Behavioral Approaches to Public Health</td>
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<td>PUBH 6011</td>
<td>Environmental and Biological Foundations of Public Health</td>
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<td>PUBH 6012</td>
<td>Fundamentals of Health Policy</td>
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<td>PUBH 6021</td>
<td>Essentials of Public Health Practice and Leadership I</td>
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<td>PUBH 6022</td>
<td>Essentials of Public Health Practice and Leadership II</td>
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<tr>
<td>PUBH 6023</td>
<td>Interprofessional Education Experience</td>
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<td>Departmental courses</td>
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<tr>
<td>PUBH 6500</td>
<td>Planning and Implementing Health Promotion Programs</td>
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<td>PUBH 6501</td>
<td>Program Evaluation</td>
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<td>Program-specific courses</td>
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<tr>
<td>PUBH 6503</td>
<td>Introduction to Public Health Communication and Marketing</td>
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<td>PUBH 6504</td>
<td>Social and Behavioral Science Research Methods</td>
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<td>PUBH 6570</td>
<td>Advanced Public Health Communication: Theory and Practice</td>
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<td>PUBH 6571</td>
<td>Social Marketing: Theory and Practice</td>
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### Program-specific electives

- **10 credits in courses selected from the following:**
  - **Global health**
    - PUBH 6058 Researching Violence Against Women and Girls
    - PUBH 6132 Water, Sanitation, and Hygiene (WASH) in Low-Income Countries
    - PUBH 6400 Global Health Frameworks
    - PUBH 6452 Social and Behavior Change Communication in Middle- to Low-Income Countries
    - PUBH 6463 Communication Strategies and Planning in Humanitarian Settings
    - PUBH 6563 Global Child Health
  - **Policy related**
    - PUBH 6054 Community Engagement and Advocacy
    - or PUBH 6532 Community Organization, Development, and Advocacy
    - or PUBH 6573 Media Advocacy for Public Health
    - or SMPA 6270 Special Topics in Media and Public Affairs
    - PUBH 6315 Introduction to Health Policy Analysis
    - PUBH 6335 Public Health and Law
    - PUBH 6390 Prescription Drugs: Policy and Public Health
  - **Digital health**
    - INFR 6101 Principles of Medical Informatics
    - HSML 6293 The Internet of Medical Things
    - PUBH 6599 Topics in Prevention and Community Health (Social Media and Mobile Health in Public Health Campaigns) *
  - **Methods related**
    - PUBH 6262 Introduction to Geographic Information Systems
    - PUBH 6263 Advanced GIS
    - PUBH 6508 Cost-Effectiveness Analysis of Health Promotion Interventions

**Other approved electives**

- PUBH 6099 Topics in Public Health (Social Impact Design Thinking) *
- PUBH 6133 Social Dimensions in Climate Change and Health
- PUBH 6516 Community Health Information Resources
- PUBH 6574 Public Health Branding: Theory and Practice

Alternatively, other elective SPH courses may be selected with prior approval of the advisor.

### Culminating experience

- PUBH 6015 Culminating Experience

*For PUBH 6599 and PUBH 6099, only the specified topics count toward program requirements.

### MPH graduation requirements

1. Graduate credit requirement: 45 graduate credits.
2. Course requirements: Successful completion of core and program-specific courses.
3. Practicum Requirement: Students are required to fulfill all requirements of the Applied Practice Experience (Practicum) to receive credit for PUBH 6000 MPH Applied Practice Experience.
4. Interprofessional Education Experience (IPE): Students are required to enroll and participate in an authorized IPE activity (PUBH 6023 Interprofessional Education Experience).
5. Minimum grade-point requirement: minimum 3.0 (B) cumulative grade-point average.
6. Time limit requirement: The degree must be completed within five years.
7. Transfer credit policy: With approval, up to 12 graduate credits that have not been applied to any 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 minimum grade of 3.0 (B) in each course. Students in SPH graduate certificate programs can transfer as many credits earned toward the certificate to the MPH degree as meet MPH degree requirements, to a maximum of 18 credits.
8. Graduate certificate students wishing to transfer to a degree program may apply to do so after completion of three or more courses with a cumulative GPA of 3.0 via the online change of concentration petition (https://publichealth.gwu.edu/academics/forms/). A minimum grade of B is required for a specific course to be eligible for transfer.

9. CITI Training requirement: All students are required to complete training regarding human subject protection regulation and the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

10. Integrity Quiz and Plagiarism requirement: All students are required to review the George Washington University Code of Academic Integrity (https://studentconduct.gwu.edu/code-academic-integrity/) and take the SPH Academic Integrity Quiz at GWSPH Source (https://source.publichealth.gwu.edu/user/login/?destination=node/193) within their first semester of study.

11. Professional Enhancement requirement: Students must participate in eight hours of public health-related lectures, seminars, and symposia, related to their field of study.

**COMBINED PROGRAM**

- Joint Master of Public Health or SPH graduate certificate and Juris Doctor or Master of Laws (http://bulletin.gwu.edu/public-health/jd-mph/)