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

Program Director L. Abroms

Practicum Director 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; and
- Communication programs that promote the adoption of policies - in the public and private sector - which enhance health.

COMPETENCIES

Program-Specific Competencies

Upon completion of the MPH Program in Public Health Communication and Marketing, students will be able to:

- Apply an ecological framework to assess and promote population health.

  Relevant courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
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<tbody>
<tr>
<td>PUBH 6502</td>
<td>Practical Data Analysis: PCH</td>
</tr>
<tr>
<td>or PUBH 6504</td>
<td>Social and Behavioral Science Research Methods</td>
</tr>
<tr>
<td>PUBH 6503</td>
<td>Intro to PubHlth Commnctn&amp;Mktg</td>
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- Use marketing research to develop and improve public health programs.

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- Develop and administer communication programs to promote individual- and population-level behavior change.

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<td>PUBH 6575</td>
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- Develop and administer marketing programs to promote individual- and population-level behavior change and improve the health capacity of communities.

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• Develop and administer communication programs to promote the adoption of policies that enhance health.

  Relevant courses:

  - PUBH 6503 Intro to PubHlth Commnctn&Mktg
  - PUBH 6571 Social Mktg: Theory & Practice
  - PUBH 6573 Media Advocacy for Public Hlth
  - PUBH 6574 Pub Hlth Branding Theory&Pract

• Evaluate public health communication and marketing initiatives.

  Relevant courses:

  - PUBH 6503 Intro to PubHlth Commnctn&Mktg
  - PUBH 6502 Practical Data Analysis: PCH
  - or PUBH 6504 Social and Behavioral Science Research Methods
  - PUBH 6570 AdvPublHlthComm: Theory & Prac
  - PUBH 6571 Social Mktg: Theory & Practice
  - PUBH 6572 Marketing Rsch for Publ Health
  - PUBH 6574 Pub Hlth Branding Theory&Pract

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 (10-12 credits); program-specific electives (6 credits), and other SPH electives (2-4 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

  Required core courses:

  - PUBH 6001 BiologicalConcepts/PublicHlth
  - PUBH 6002 Biostatistical Applic for PubH
  - PUBH 6003 Prin & Practice/Epidemiology
  - PUBH 6004 Environmental and Occupational Health in a Sustainable World

  - PUBH 6006 Mgt & Policy Approaches to PH
  - PUBH 6007 Social&BehaviorAppr-Pub.Hlth

  Required department courses:

  - PUBH 6500 Planning and Implementing Health Promotion Programs
  - PUBH 6501 Program Evaluation

  Required program courses:

  - PUBH 6503 Introduction to Public Health Communication & Marketing
  - PUBH 6504 Practical Data Analysis: PCH
  - or PUBH 6504 Social and Behavioral Science Research Methods

  Program-specific electives (6 credits) from list:

  - PUBH 6502 Marketing Rsch for Publ Health
  - PUBH 6503 Media Advocacy for Public Hlth
  - or PUBH 6503 Commnt Org,Devlpmnt&Advocacy
  - PUBH 6504 Pub Hlth Branding Theory&Pract
  - PUBH 6516 Community Health InfoResources
  - PUBH 6517 Health Promotion & Aging

  Electives: Suggestions below (or any of program-specific electives not yet taken) (2-4 credits)

  - PUBH 6133 Social Dimen Clim Chnge & Hlth
  - PUBH 6134 Communicating Science for Public Health
  - PUBH 6249 StatPackages/DataMgt&DataAnlys
  - PUBH 6430 Theories for Global Health Communication Interventions
  - PUBH 6431 Global Health Communication Strategies and Skills
  - PUBH 6516 Community Health InfoResources
  - PUBH 6530 Qual Methods/Hlth Promotion
  - PUBH 6531 HlthPromotion/HlthCareSettings
  - PUBH 6536 Workplace Health Promotion
  - PUBH 6537 Health Promotion & Aging
Practicum and culminating experience:

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<tr>
<td>PUBH 6014</td>
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<tr>
<td>PUBH 6015</td>
<td>Culminating Experience</td>
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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. Up to 18 credits may be transferred to the Master of Public Health from the SPH graduate certificate. Credits must have been earned from an accredited institution in the last 3 years with a grade point of 3.0 or better.