

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

Program Director: K. Ndiaye

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-mp/>) for additional program information.

ADMISSIONS

Visit the Milken Institute School of Public Health website (<https://publichealth.gwu.edu/>) for additional information about academic programs and information about GWSPH. Graduate admissions information, including application requirements and deadlines, can be found on the GWSPH Graduate Admissions website (<https://publichealth.gwu.edu/admissions/graduate-admissions/>).

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.

Code	Title	Credits
Required		
Core courses		
PUBH 6000	MPH Applied Practice Experience	
PUBH 6002	Biostatistical Applications for Public Health	
PUBH 6003	Principles and Practices of Epidemiology	
PUBH 6007	Social and Behavioral Approaches to Public Health	
PUBH 6011	Environmental and Biological Foundations of Public Health	
PUBH 6012	Fundamentals of Health Policy	
PUBH 6021	Essentials of Public Health Practice and Leadership I	
PUBH 6022	Essentials of Public Health Practice and Leadership II	
PUBH 6023	Interprofessional Education Experience	
Departmental courses		
PUBH 6500	Planning and Implementing Health Promotion Programs	
PUBH 6501	Program Evaluation	
Program-specific courses		
PUBH 6503	Introduction to Public Health Communication and Marketing	
PUBH 6504	Social and Behavioral Science Research Methods	
PUBH 6570	Advanced Public Health Communication: Theory and Practice	
PUBH 6571	Social Marketing: Theory and Practice	
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
PUBH 6530	Qualitative Methods in Health Promotion
PUBH 6572	Marketing Research for Public Health

PUBH 6853	Use of Statistical Packages for Data Management and Data Analysis
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Other approved electives

PUBH 6099	Topics in Public Health (Social Impact Design Thinking) *
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PUBH 6133	Social Dimensions in Climate Change and Health
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PUBH 6516	Community Health Information Resources
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PUBH 6574	Public Health Branding: Theory and Practice
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Alternatively, other elective SPH courses may be selected with prior approval of the advisor.

Culminating experience

PUBH 6015	Culminating Experience
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*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

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-mp/>)