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

Program Director L. Abroms

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.

REQUIREMENTS
The following requirements must be fulfilled: 45 credits, including 15 credits in core courses, 6 credits in departmental core courses, 22 credits in program-specific courses and electives, and a 2-credit culminating experience.

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

Program-specific
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
8 credits from the following:

HSML 6293  The Internet of Medical Things
PUBH 6099  Topics in Public Health (Social Impact Design Thinking only)
PUBH 6133  Social Dimensions in Climate Change and Health
PUBH 6249  Use of Statistical Packages: Data Management and Data Analysis
PUBH 6262  Introduction to Geographic Information Systems
PUBH 6263  Advanced GIS
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<th>Course Code</th>
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<tr>
<td>PUBH 6452</td>
<td>Social and Behavior Change Communication in Middle- to Low-Income Countries</td>
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<tr>
<td>PUBH 6516</td>
<td>Community Health Information Resources</td>
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<td>PUBH 6530</td>
<td>Qualitative Methods in Health Promotion</td>
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<tr>
<td>PUBH 6532</td>
<td>Community Organization, Development, and Advocacy or PUBH 6573 Media Advocacy for Public Health</td>
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<tr>
<td>PUBH 6572</td>
<td>Marketing Research for Public Health</td>
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<td>PUBH 6574</td>
<td>Public Health Branding: Theory and Practice</td>
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Or select other SPH course(s) with the advisor’s advance approval.

**Culminating experience**

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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. Practicum Requirement: Students are required to fulfill all requirements of the Applied Practice Experience (Practicum) to receive credit for PUBH 6022.
4. Interprofessional Education Experience (IPE): Students are required to enroll and participate in an authorized IPE activity (PUBH 6023).
5. Minimum grade-point requirement: minimum 3.0 (B average) 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 grade of B or above 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.