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

Program Director: K. Ndiaye

Based on an ecological model of health, the Master of Public Health (MPH) degree in Public Health Communication and Marketing educates 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.

Graduates 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.

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Required</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Core courses</strong></td>
<td></td>
</tr>
<tr>
<td>PUBH 6000</td>
<td>MPH Applied Practice Experience</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 6007</td>
<td>Social and Behavioral Approaches to Public Health</td>
<td></td>
</tr>
<tr>
<td>PUBH 6011</td>
<td>Environmental and Biological Foundations of Public Health</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Departmental courses</strong></td>
<td></td>
</tr>
<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>
<tr>
<td></td>
<td><strong>Program-specific courses</strong></td>
<td></td>
</tr>
<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>
<tr>
<td></td>
<td><strong>Program-specific electives</strong></td>
<td></td>
</tr>
<tr>
<td>PUBH 6058</td>
<td>Researching Violence Against Women and Girls</td>
<td></td>
</tr>
<tr>
<td>PUBH 6132</td>
<td>Water, Sanitation, and Hygiene (WASH) in Low-Income Countries</td>
<td></td>
</tr>
<tr>
<td>PUBH 6400</td>
<td>Global Health Frameworks</td>
<td></td>
</tr>
<tr>
<td>PUBH 6452</td>
<td>Social and Behavior Change Communication in Middle- to Low-Income Countries</td>
<td></td>
</tr>
<tr>
<td>PUBH 6463</td>
<td>Communication Strategies and Planning in Humanitarian Settings</td>
<td></td>
</tr>
<tr>
<td>PUBH 6563</td>
<td>Global Child Health</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Policy related</strong></td>
<td></td>
</tr>
<tr>
<td>PUBH 6054</td>
<td>Community Engagement and Advocacy</td>
<td></td>
</tr>
<tr>
<td>or PUBH 6532</td>
<td>Community Organization, Development, and Advocacy</td>
<td></td>
</tr>
</tbody>
</table>

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

1 Master of Public Health in the Field of Public Health Communication and Marketing
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

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

Combined program

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