Mission

The mission of the MPH in Global Health Communication is to train the next generation of public health professionals engaged in tackling global health issues with direct ties to human behavior. Human behavior is at the core of many of the world’s most pressing public health challenges (ie HIV/AIDS, obesity). This MPH program will train professionals to approach the development and evaluation of behavior change communication programs that address the individual- and community-level factors relevant to the particular population and setting.

Goals

Understanding why people do what they do and being able to develop effective ways to get people to change their behavior requires a toolbox filled with a diverse set of skill sets. As a result, the goals of the MPH in Global Health Communication are to teach students the following:

- Recognition of the complexity of behavior change, especially the multiple levels of influence on human behavior
- Ability to apply behavior change and communication theories in the development and evaluation of health communication programs and activities
- Appreciation for the challenges that may arise in addressing behavior change in global settings
- Critical thinking skills necessary to interpret and apply public health literature related to health communication and behavior change in global health settings
- Skills for developing and evaluating health communication interventions in resource-limited settings or for vulnerable populations
- Qualitative and quantitative research methods relevant to health communication
- Knowledge of the various types of stakeholders, including governments, international donors, and local players, that may shape health communication interventions in global settings
- Cultural competency skills necessary to develop programs and work in diverse cultural settings
• Awareness of the benefits and challenges to collaborating with organizations that serve disenfranchised/vulnerable communities

**Program Competencies**

By the end of their MPH program, students should be able to:

1. **Apply multi-disciplinary perspectives to identify, analyze and address global health challenges.**
   
   Relevant courses:
   - PubH 6001 Biological Concepts for Public Health
   - PubH 6003 Principles and Practice of Epidemiology
   - PubH 6004 Environmental and Occupational Health in a Sustainable World
   - PubH 6006 Management & Policy Approaches to Public Health
   - PubH 6007 Social and Behavioral Approaches to Health
   - PubH 6400 Global Health Frameworks
   - PubH 6410 Global Health Study Design
   - PubH 6430 Applications of Theory for Global Health Behavior Change Communication
   - PubH 6431 Global Health Communication Strategies and Skills
   - PubH 6571 Social Marketing: Theory and Practice

2. **Distinguish between qualitative and quantitative methods and select the appropriate method depending on the specific research or programmatic need.**
   
   Relevant courses:
   - PubH 6002 Biostatistical Applications in Public Health
   - PubH 6003 Principles and Practice of Epidemiology
   - PubH 6410 Global Health Study Design
   - PubH 6411 Global Health Qualitative Research Methods
   - PubH 6412 Global Health Quantitative Research Methods
   - PubH 6431 Global Health Communication Strategies and Skills

3. **Interpret and critique research and best practices to inform the development of evidence-based solutions for global health challenges.**
   
   Relevant courses:
   - PubH 6003 Principles and Practice of Epidemiology
   - PubH 6007 Social and Behavioral Approaches to Health
   - PubH 6430 Applications of Theory for Global Health Behavior Change Communication
   - PubH 6431 Global Health Communication Strategies and Skills
   - PubH 6571 Social Marketing: Theory and Practice

4. **Communicate public health evidence on global health topics to a variety of audiences, such as technical experts, policymakers, lay audiences, and other relevant stakeholders.**
   
   Relevant courses:

*Updated April 2014*
5. Identify and address the ethical issues of global health programs, policies and research.

Relevant courses:
- PubH 6001 Biological Concepts for Public Health
- PubH 6416 Ethical and Cultural Issues in Global Health Research and Programs
- PubH 6430 Applications of Theory for Global Health Behavior Change Communication
- PubH 6431 Global Health Communication Strategies and Skills
- PubH 6571 Social Marketing: Theory and Practice

6. Engage with diverse individuals, organizations, and communities with respect for different values, beliefs and practices.

Relevant courses:
- PubH 6431 Global Health Communication Strategies and Skills
- PubH 6416 Ethical and Cultural Issues in Global Health Research and Programs

7. Explain multilevel determinants of problems in Global Health and the basis for strategies and interventions.

Relevant courses:
- PubH 6001 Biological Concepts for Public Health
- PubH 6004 Environmental and Occupational Health in a Sustainable World
- PubH 6006 Management & Policy Approaches to Public Health
- PubH 6007 Social and Behavioral Approaches to Health
- PubH 6400 Global Health Frameworks
- PubH 6430 Applications of Theory for Global Health Behavior Change Communication
- PubH 6431 Global Health Communication Strategies and Skills
- PubH 6571 Social Marketing: Theory and Practice

8. Describe the governance and institutional landscape of global health.

Relevant courses:
- PubH 6400 Global Health Frameworks

9. Demonstrate professionalism in practice, research and in communication activities.

Relevant courses:
- PubH 6410 Global Health Study Design
- PubH 6416 Ethical and Cultural Issues in Global Health Research and Programs
- PubH 6430 Applications of Theory for Global Health Behavior Change Communication
10. Explain the ways in which behavior change and communication theories can inform the development and evaluation of health communication interventions.

Relevant courses:
- PubH 6007 Social and Behavioral Approaches to Health
- PubH 6430 Theories for Global Health Communication Interventions
- PubH 6431 Global Health Communication Strategies and Skills
- PubH 6571 Social Marketing: Theory and Practice

11. Develop logic and conceptual models to design, monitor, and evaluate context-specific health communication interventions.

Relevant courses:
- PubH 6430 Applications of Theory for Global Health Behavior Change Communication
- PubH 6431 Global Health Communication Strategies and Skills
- PubH 6571 Social Marketing: Theory and Practice

12. Identify and describe essential components of health communication interventions and strategies, linking theory with practice.

Relevant courses:
- PubH 6430 Applications of Theory for Global Health Behavior Change Communication
- PubH 6431 Global Health Communication Strategies and Skills
- PubH 6571 Social Marketing: Theory and Practice

13. Evaluate health communication activities and interventions.

Relevant courses:
- PubH 6002 Biostatistical Applications in Public Health
- PubH 6410 Global Health Study Design
- PubH 6411 Global Health Qualitative Research Methods
- PubH 6412 Global Health Quantitative Research Methods
- PubH 6430 Applications of Theory for Global Health Behavior Change Communication
- PubH 6431 Global Health Communication Strategies and Skills
- PubH 6571 Social Marketing: Theory and Practice

Curriculum guide to follow:

Updated April 2014
### REQUIRED CORE COURSES

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Name</th>
<th>Credits</th>
<th>Semester Offered</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>PubH 6001</td>
<td>Biological Concepts for Public Health</td>
<td>2</td>
<td>Fall, Spring, Summer</td>
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<tr>
<td>PubH 6002</td>
<td>Biostatistical Applications for Public Health</td>
<td>3</td>
<td>Fall, Spring, Summer</td>
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<tr>
<td>PubH 6003</td>
<td>Principles and Practice of Epidemiology</td>
<td>3</td>
<td>Fall, Spring, Summer</td>
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<tr>
<td>PubH 6004</td>
<td>Environmental and Occupational Health in a Sustainable World</td>
<td>2</td>
<td>Fall, Spring, Summer</td>
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<tr>
<td>PubH 6006</td>
<td>Management and Policy Approaches to Public Health</td>
<td>2</td>
<td>Fall, Spring, Summer</td>
<td></td>
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<tr>
<td>PubH 6007</td>
<td>Social and Behavioral Approaches to Public Health</td>
<td>2</td>
<td>Fall, Spring, Summer</td>
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<td><strong>Core Credits</strong></td>
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#### Required Global Health departmental courses

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<thead>
<tr>
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<th>Course Name</th>
<th>Credits</th>
<th>Semester Offered</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>PubH 6400</td>
<td>Global Health Frameworks</td>
<td>3</td>
<td>Fall</td>
<td></td>
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<tr>
<td>PubH 6410</td>
<td>Global Health Study Design</td>
<td>2</td>
<td>Fall, Spring</td>
<td></td>
</tr>
<tr>
<td>PubH 6411</td>
<td>Global Health Qualitative Research Methods</td>
<td>2</td>
<td>Spring, Summer</td>
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<tr>
<td>PubH 6412</td>
<td>Global Health Quantitative Research Methods</td>
<td>2</td>
<td>Spring, Summer</td>
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<tr>
<td>PubH 6416</td>
<td>Ethical and Cultural Issues in Global Health Research and Programs</td>
<td>1</td>
<td>Fall, Spring</td>
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<td><strong>Total</strong></td>
<td><strong>Required Global Health Department Credits</strong></td>
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#### Required Communication program courses

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<tr>
<th>Course Number</th>
<th>Course Name</th>
<th>Credits</th>
<th>Semester Offered</th>
<th>Grade</th>
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<tbody>
<tr>
<td>PubH 6430</td>
<td>Applications of Theory for Global Health Behavior Change Communication</td>
<td>2</td>
<td>Spring</td>
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<tr>
<td>PubH 6431</td>
<td>Global Health Communication Strategies and Skills</td>
<td>3</td>
<td>Fall</td>
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<tr>
<td>PubH 6571</td>
<td>Social Marketing: Theory and Practice</td>
<td>3</td>
<td>Spring</td>
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<td><strong>Total</strong></td>
<td><strong>Required Concentration Credits</strong></td>
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### ELECTIVE COURSES

At least one course from the following:

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<th>Course Number</th>
<th>Course Name</th>
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<th>Semester Offered</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>PubH 6249</td>
<td>Use of Statistical Packages: Data Management and Data Analysis</td>
<td>3</td>
<td>Fall, Spring</td>
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<tr>
<td>PubH 6262</td>
<td>Introduction to Geographical Information Systems</td>
<td>1</td>
<td>Fall, Spring, Summer</td>
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<tr>
<td>PubH 6572</td>
<td>Marketing Research for Public Health</td>
<td>3</td>
<td>Spring</td>
<td></td>
</tr>
<tr>
<td>ANTH 6505</td>
<td>Medical Anthropology</td>
<td>3</td>
<td>Spring</td>
<td></td>
</tr>
<tr>
<td>PubH 6502</td>
<td>Practical Data Analysis for Prevention and Community Health</td>
<td>1</td>
<td>Fall, Spring</td>
<td></td>
</tr>
<tr>
<td>PubH 6534</td>
<td>Community-based Participatory Research</td>
<td>1</td>
<td></td>
<td></td>
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<tr>
<td>PubH 6533</td>
<td>Design and Conduct of Community Health Surveys</td>
<td>1</td>
<td>Fall</td>
<td></td>
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Updated April 2014
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Term(s)</th>
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<tbody>
<tr>
<td>ANTH 6301</td>
<td>The Anthropology of Development</td>
<td>3</td>
<td>Fall</td>
</tr>
<tr>
<td>PubH 6499</td>
<td>Essentials for Success in Global Health Communication</td>
<td>1</td>
<td>Fall (7 week, second half of semester)</td>
</tr>
<tr>
<td>PubH 6435</td>
<td>Global Health Program Design and Implementation OR Planning and implementation of Health Promotion/Disease Prevention Programs</td>
<td>2</td>
<td>Spring, Summer</td>
</tr>
<tr>
<td>PubH 6500</td>
<td>Evaluation of Health Promotion/Disease Prevention Programs</td>
<td>3</td>
<td>Fall, Spring</td>
</tr>
<tr>
<td>PubH 6501</td>
<td>Advanced Public Health Communication: Theory and Practice</td>
<td>3</td>
<td>Fall</td>
</tr>
<tr>
<td>PubH 6570</td>
<td>Communication Skills for Public Health Professionals</td>
<td>1</td>
<td>Fall, Spring</td>
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<tr>
<td>PubH 6531</td>
<td>Health Promotion in Healthcare Settings</td>
<td>2</td>
<td>Spring</td>
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<tr>
<td>PubH 6515</td>
<td>High Risk and Special Populations</td>
<td>2</td>
<td>Alternate Fall</td>
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<tr>
<td>SMPA 6205</td>
<td>Media, Development, and Globalization</td>
<td>3</td>
<td>Spring, Summer</td>
</tr>
<tr>
<td>PubH 6574</td>
<td>Public Health Branding: Theory and Practice</td>
<td>2</td>
<td>Fall</td>
</tr>
<tr>
<td>PubH 6573</td>
<td>Media Advocacy for Public Health OR Community Organization, Development, and Advocacy</td>
<td>3</td>
<td>Fall</td>
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<tr>
<td>SMPA 6201</td>
<td>Strategic Communication Skills See Schedule of Classes for specific offerings. Previous offerings include:</td>
<td>1.5</td>
<td>Most are offered in the Spring, although a handful are offered in other semesters</td>
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<tr>
<td>PubH 6532</td>
<td>Professional Skills Priority given to Elliott School of International Affairs students first. After the first two weeks of registration, space permitted, GH Communication students may enroll for a Professional Skills course. See Schedule of Classes for specific offerings.</td>
<td>2</td>
<td>Fall, Spring, Summer</td>
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<tr>
<td>SMPA 6203</td>
<td>Other electives Any SPH or GWU course(s) with advisor’s approval via petition</td>
<td>1-3</td>
<td>Fall, Spring, Summer</td>
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<td></td>
<td><strong>Elective Concentration Credits</strong></td>
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**Practicum and Culminating Experience**

Updated April 2014
Graduation Requirements

MPH

1. **Graduate Credit Requirement.** 45 graduate credits are required.
2. **Course Requirements.** Successful completion of the Core Courses and the Program-Specific Courses are required.
3. **Grade Point Requirement.** A 3.0 (B average) overall grade point average is required.
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 MPH. Up to 18 credits may be transferred to the MPH from the Milken Institute 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.

Additional Certificate information including Federal Disclosures can be found on the Milken Institute SPH website:
http://publichealth.gwu.edu/academics/graduate/certificates.

Course Descriptions and Registration information can be found on the website:
http://publichealth.gwu.edu/academics/.

Updated April 2014
NOTE: Always see your advisor for course scheduling and sequencing strategies, but remember that proper course selection, fulfilling requirements, and on-time graduation are your responsibilities.

The Master of Public Health (MPH) curriculum consists of four types of courses:
- Required Core Courses (PubH 6001, 6002, 6003, 6004, 6006, and 6007)
- Required Program-Specific Courses
- Electives
- Required Practicum and Culminating Experience

The MPH core courses are designed to provide students with a broad public health context as well as a critical foundation for subsequent coursework. Early completion of these core courses ensures that students will have the base of knowledge to successfully complete the program specific courses and to get as much as possible out of them. As such, entering students are expected to enroll in MPH core courses in accordance with the following guidelines:

- We expect MPH students to complete the MPH core courses in their first year of graduate study (fall/spring/summer).
- Students may take core courses in any order.

Part-time students (who generally take 5 to 7 credits per semester) will typically concentrate on taking just core courses in their first year, and then take program-specific courses in their second and third years.

In order to help assure that all students complete core courses in the first year of study, Milken Institute SPH will offer all core courses during all three semesters (fall, spring, and summer). This will allow students who wish to complete their MPH degree within two years to do so, and will allow every student to make steady progress toward completing the MPH degree.

We recognize that there may be exceptional circumstances that make it difficult for a student to complete core courses in the first year as outlined above. Any such student should discuss this situation with his or her academic advisor.

For additional information and resources regarding registration, course descriptions, schedule of classes, etc. follow this link: http://publichealth.gwu.edu/academics.