

Milken Institute School of Public Health

THE GEORGE WASHINGTON UNIVERSITY

Department of Prevention and Community Health

Master of Public Health Public Health Communication and Marketing 2018-2019

Note: All curriculum revisions will be updated immediately on the website
<http://www.publichealth.gwu.edu>

Program Director

Lorien Abroms, Sc.D.
Associate Professor of Prevention and Community Health & Global Health
Director, Public Health Communication and Marketing
The George Washington University
950 New Hampshire Avenue, NW
Washington, DC 20052
lorien@gwu.edu
202-994-3518 (office)

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

Goal

Our 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, our 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.

Course Requirements

All Milken Institute School of Public Health at George Washington University (Milken Institute SPH) MPH students who select the Public Health Communication and Marketing (PHCM) Program enroll in Milken Institute SPH-Wide Core Courses (15 credits), Departmental Core Courses (6 credits), PHCM Required Courses (12 credits), and PHCM-Specific Electives (8 credits). The 45 credit hour requirement includes both Practicum (2 credits) and Culminating Experience (2 credits) experiences, where students apply their didactic education in real world settings (Practicum) and pursue original research (Culminating Experience). The specific course requirements are presented in the attached Program at a Glance sheet.

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.**

Students will be able to identify and assess people-based and place-based causes of health and disease. They will also be able to apply this information to develop strategic plans, and to recommend and develop effective public health

interventions. This includes, but is not limited to, the ability to understand and explain the potential and limitations of public health communication and marketing campaigns. Relevant courses: PUBH 6503, 6502, 6570, 6571, 6573, 6575.

- **Use marketing research to develop and improve public health programs.**

Students will understand and be able to explain the value of marketing research methods in creating public health programs. They will be grounded in public health research and evaluation methodologies and apply them in PHCM. Moreover, they will be able to apply a range of qualitative and quantitative marketing research techniques in creating, monitoring and continuously improving PHCM and other public health initiatives. Relevant courses: PUBH 6503, 6501, 6570, 6571, 6572, 6574.

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

Students will understand the relevance of -- and be able to apply -- a range of communication, cognitive and behavioral science theories in the effective design and delivery of public health communication messages and campaigns. This includes the ability to use formative research to design effective health messages, and the ability to plan and implement effective means of delivering health information to targeted populations. Relevant courses: PUBH 6503, 6570, 6571, 6572, 6573, 6574, 6575.

- **Develop and administer marketing programs to promote individual- and population-level behavior change and improve the health capacity of communities.**

Students will be able to plan and implement social marketing programs targeting consumers (i.e., the people most affected by the burden of the public health problem). They will also be able to plan and implement social marketing programs that create environmental change by targeting the people who make decisions about products and services offered, and policies implemented, in various community settings. This includes developing effective distribution channels for public health products and services, and integrated marketing communication campaigns to support them. Relevant courses: PUBH 6500, 6503, 6574, 6571, 6570, 6573, 6575, 6572.

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

Students will understand the relevance of -- and be able to apply -- a range of theories and techniques to advocate for policies that advance the public's health. This includes the ability to effectively design messages for use in policy advocacy campaigns, and to plan and implement effective means of implementing policy advocacy campaigns. Relevant courses: PUBH 6503, 6570, 6573, 6571, 6574.

- **Evaluate public health communication and marketing initiatives.**

Students will be able to prepare program goals and objectives for health enhancement programs. They will also be able to conduct basic evaluations of public health communication and marketing programs, including working with stakeholders to plan and implement process and outcome evaluations of public health communication and marketing initiatives. Relevant courses: PUBH 6503, 6571, 6574, 6572, 6570, 6501, 6504.

Please see the Curriculum Sheets that follow.

Milken Institute School of Public Health

THE GEORGE WASHINGTON UNIVERSITY

Master of Public Health Public Health Communication and Marketing Program

Program-at-a-Glance
2018-2019

Begin Planning Your Practicum During Year 1

| Required Core Course (15 credits) | | Credits | Semester Offered |
|---|---|-----------|----------------------------|
| PUBH 6001 | Biological Concepts for Public Health | 2 | Fall, Spring, Summer I |
| PUBH 6002 | Biostatistical Applications for Public Health | 3 | Fall, Spring, Summer 10 wk |
| PUBH 6003 | Principles and Practice of Epidemiology | 3 | Fall, Spring, Summer 10 wk |
| PUBH 6004 | Environmental and Occupational Health in a Sustainable World | 2 | Fall, Spring, Summer I |
| PUBH 6006 | Management and Policy Approaches to Public Health | 3 | Fall, Spring, Summer 10 wk |
| PUBH 6007 | Social and Behavioral Approaches to Public Health | 2 | Fall, Spring, Summer |
| Required Departmental Courses (6 credits) | | | |
| PUBH 6500 | Planning and Implementing Health Promotion Programs | 3 | Fall, Spring |
| PUBH 6501 | Evaluation of Health Promotion/Disease Prevention Programs | 3 | Fall, Spring |
| Required Program-Specific Courses (12 credits) | | | |
| PUBH 6503 | Introduction to Public Health Communication and Marketing | 3 | Fall, Spring |
| PUBH 6570 | Advanced Public Health Communication: Theory and Practice | 3 | Fall |
| PUBH 6571 | Social Marketing: Theory and Practice | 3 | Spring |
| PUBH 6504 | Social & Behavioral Science Research Methods (Prerequ PUBH 6002/6007) | 3 | Fall, Spring |
| Program-Specific Electives (8 credits)- Select from List below: | | | |
| PUBH 6516 | Community Health Information Resources | 2 | Fall, Spring |
| PUBH 6530 | Qualitative Methods in Health Promotion | 2 | Spring |
| PUBH 6572 | Marketing Research for Public Health | 3 | Spring |
| PUBH 6573 <i>or</i> PUBH 6532 | Media Advocacy in Public Health <i>or</i> Community Organization, Development and Advocacy | 3 | Fall |
| PUBH 6574 | Public Health Branding: Theory and Practice | 2 | Fall |
| PUBH 6575 | Communication Skills for Public Health Professionals | 1 | Fall, Spring |
| PUBH 6599 | TOPICS: Social Media and Mobile Health in Public Health Campaigns | 2 | Summer |
| PUBH 6133 | Social Dimensions of Climate Change and Health | 2 | |
| PUBH 6249 | Use of Statistical Packages: Data Management and Data Analysis | 3 | Fall, Spring |
| Or Other SPH course(s) with Advisor's advance approval | | | Fall, Spring, Summer |
| Other Required Courses | | | |
| PUBH 6014.19 | Practicum | 2 | See Advisor |
| PUBH 6015.19 | Culminating Experience | 2 | See Advisor |
| Course Distribution | | Credits | |
| Public Health Core Courses | | 15 | |
| Required Departmental Courses | | 6 | |
| Required Program Courses | | 12 | |
| Program-Specific Electives | | 8 | |
| Practicum | | 2 | |
| Culminating Experience | | 2 | |
| Total Degree Credits | | 45 | |

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

Graduation Requirements

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 Master of Public Health program. External credits must have been earned from an accredited institution in the last 3 years with a grade of 3.0 (B) or better. SPH Graduate Certificate students can transfer as many credits as meet program requirements, up to 18 credits, to the MPH. Graduate Certificate students wishing to transfer to a degree program may apply to do so via the online change of concentration petition after completion of 3 or more courses and a cumulative GPA of 3.0 or better. A grade of B or better is required for a course to be eligible for transfer.
6. **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). To fulfill this requirement, you must complete the Collaborative IRB Training Initiative (CITI) Course in The Protection of Human Research Subjects.
7. **Integrity Quiz & Plagiarism requirement:** All students are required to review the George Washington University Code of Academic Integrity and take the quiz within their first semester of study. The Code of Integrity and step-by-step instructions can be found here: <http://publichealth.gwu.edu/integrity>
8. **Professional Enhancement requirement:** Students must participate in 8 hours per degree program of advisor pre-approved Public Health-related lectures, seminars, and symposia, related to your field of study. Professional Enhancement activities supplement the academic curriculum and help prepare students to participate actively in the professional community. Opportunities for professional enhancement are regularly publicized via the Milken Institute SPH Listserv and through your department or advisor. Students must submit documentation of Professional Enhancement activities to the Office of Student Records. The documentation consists of the Professional Enhancement Form <http://publichealth.gwu.edu/academics/forms> (which includes a prior approval signature from the student's advisor, a description of the program agenda, and proof of attendance. Remember to submit your documentation before you apply to graduate!

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 MPH Core Courses
- Required Departmental and Program-Specific Courses
- Elective credits
- 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) if they are on a schedule to complete their studies in two years time.
- 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 can 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>.