

# 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 2021-2022

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

#### Program Director

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#### 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 (17 credits) to include the Practicum, Departmental Core Courses (6 credits), PHCM Required Courses (12 credits), and PHCM-Specific Electives (10 credits). The 45-credit hour requirement includes a Culminating Experience (2 credits). 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.

As an accredited School of Public Health, students in all GWSPH MPH programs are also required to fulfill both an interprofessional team experience and an applied practice experience. GWSPH has incorporated these requirements into the curriculum as follows:

#### Interprofessional Education (IPE) Experience

Following (or simultaneous to) enrollment in PUBH 6021 Essentials in Public Health Practice & Leadership 1: Leading Self and Teams (1-credit), students will be required to select an IPE experience from a host of options provided throughout your enrollment as a MPH student to participate in a one-time, case-based or activity-based learning experience. The IPE experience is a way to experience working with people from other professions/programs outside of public health. Students will have many opportunities to register for this zero-

credit (no fee) IPE 'class' (PUBH 6023- Interprofessional Education Experience) and will receive credit upon successful completion.

### **Applied Practice Experience (Practicum)**

The applied practice experience allows each student to individually demonstrate attainment of public health competencies. Information about the Practicum will be introduced in PUBH 6021 so students may begin planning for their practice experience. Detailed information and an introduction to the necessary tools will be provided by department staff and faculty. Students are required to fulfill all requirements of the 120 hour Practicum experience to receive credit for PUBH 60000.

### **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.**

**Semester Offered = on-campus courses, unless otherwise specified; \* = courses offered on campus and online; residential students may take as many as 15 credits from online offerings);  
^Only one of these courses may count toward your 10 elective credits.**

<b>Required Core Course (17 credits)</b>		<b>Credits</b>	<b>Semester Offered</b>
PUBH 6000	MPH Applied Practice Experience	0	Fall, Spring, Summer
PUBH 6002*	Biostatistical Applications for Public Health	3	Fall, Spring, Summer
PUBH 6003*	Principles and Practice of Epidemiology	3	Fall, Spring, Summer
PUBH 6007*	Social and Behavioral Approaches to Public Health	2	Fall, Spring, Summer
PUBH 6011*	Principles of Environmental Health Sciences	3	Fall, Spring, Summer
PUBH 6012*	Fundamentals of Health Policy	2	Fall, Spring, Summer
PUBH 6021*	Essentials of Public Health Practice & Leadership 1: Leading Self and Teams in Public Health	1	Fall, Spring, Summer
PUBH 6022	Essentials of Public Health Practice & Leadership 2: Managing Organizations and Influencing Systems in Public Health*	1	Fall, Spring, Summer
PUBH 6023	Interprofessional Education Experience	0	Fall, Spring, Summer
PUBH 6015.19	PHCM Culminating Experience	2	See Advisor
<b>Required Departmental Courses (6 credits)</b>			
PUBH 6500*	Planning and Implementing Health Promotion Programs	3	Fall, Spring, Summer
PUBH 6501	Program Evaluation	3	Fall, Spring
<b>Required Program-Specific Courses (12 credits)</b>			
PUBH 6503*	Introduction to Public Health Communication and Marketing	3	Fall, Spring, Summer
PUBH 6570	Advanced Public Health Communication: Theory and Practice	3	Spring
PUBH 6571*	Social Marketing: Theory and Practice	3	Spring
PUBH 6504	Social & Behavioral Science Research Methods (Prerequisites: PUBH 6002 and PUBH 6007)	3	Fall, Spring
<b>Program-Specific Electives (10 credits)- Select from list below. Or select other SPH courses with advanced approval from advisor. Note: Prerequisites apply. Plan accordingly.</b>			
<b>Global Health Electives</b>			
PUBH 6058*	Researching Violence Against Women and Girls	2	Fall, Spring (online only)
PUBH 6132*	Water, Sanitation, & Hygiene in Low-Income Countries	2	Fall, Spring (online only)
PUBH 6400*	Global Health Frameworks	2	Fall, Spring
PUBH 6452*	Social and Behavior Change Communication in Middle-to-Low-Income Countries	2	Spring, Summer (online only)
PUBH 6463	Communication Studies and Planning in Humanitarian Settings	2	Fall
PUBH 6563*	Global Child Health	2	Fall, Spring
<b>Policy Related Electives</b>			
PUBH 6054 <b>or</b> SMPA 6270 <b>or</b> PUBH 6532 <b>or</b> PUBH 6573^	Community Engagement & Advocacy <b>or</b> Advocacy <b>or</b> Community Organization, Development and Advocacy <b>or</b> Media Advocacy in Public Health	1-3	Fall, Summer Fall Fall Fall
PUBH 6315	Introduction to Health Policy Analysis	2	Fall, Spring, Summer
PUBH 6335*	Public Health and Law	3	Fall, Spring
PUBH 6390	Prescription Drugs, Policy and Public Health	3	Fall, Spring (online only)
<b>Digital Health Electives</b>			
INFR 6101	Principles of Medical Informatics	3	Fall, Spring, Summer
HSML 6293	The Internet of Medical Things	3	Fall (online only)
PUBH 6599	Social Media and Mobile Health in Public Health Campaigns	2	Summer
<b>Methods Related Electives</b>			
PUBH 6853	Use of Statistical Packages: Data Management and Data Analysis	3	Fall, Spring
PUBH 6262	Introduction to Geographic Information Systems	1	Fall, Spring
PUBH 6263	Advanced Geographic Information Systems	1	Fall, Spring
PUBH 6508	Cost Effectiveness Analysis of Health Promotion Interventions	3	Fall, Spring (online only)
PUBH 6530*	Qualitative Methods in Health Promotion	2	Spring
PUBH 6572	Marketing Research for Public Health	3	Spring (online only)
<b>Additional Communication Electives</b>			
PUBH 6099	Social Impact Design Thinking	3	Spring
PUBH 6133	Social Dimensions in Climate Change and Health	2	Fall, Spring (online only)

PUBH 6516	Community Health Information Resources	2	Fall, Spring
PUBH 6574	Public Health Branding: Theory and Practice	2	Fall
<i>*Other electives with approval from your advisor*</i>			
Course Distribution		Credits	
Public Health Core Courses		17	
Required Departmental Courses		6	
Required Program Courses		12	
Program-Specific Electives		10	
<b>Total Degree Credits</b>		<b>45</b>	

**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. **Practicum Requirement:** Students are required to fulfill all requirements of the Applied Practice Experience (Practicum).
4. **Interprofessional Education Experience (IPE):** Students are required to enroll and participate in an authorized IPE activity (PUBH 6023).
5. **Grade Point Requirement:** A 3.0 (B average) overall grade point average is required.
6. **Time Limit Requirement:** The degree must be completed within five years.
7. **Transfer Credit Policy:** Up to 12 graduate credits that have not been applied to a previous degree may be transferred to the Master of Public Health program upon approval. 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.
8. **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.
9. **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>
10. **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 Applied Practice Experience (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.
- Students may take core courses in any order, except where prerequisites apply.

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>.