

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 GW School of Public Health and Health Services (SPHHS) MPH students who select the Public Health Communication and Marketing (PHCM) Program enroll in Core Courses (16 credits), Department- and Program-Specific Courses and electives (29 credits). The 45 credit hour requirement includes both Practicum and Capstone experiences, where students apply their didactic education in real world settings. 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 363, 383, 391, 394, 395, 395, 396, and 397.

- **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 363, 383, 390, 391, 394.

- **Develop 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 363, 391, 395.

- **Develop 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 363, 391, 396.

- **Develop 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 363, 395, 397.

- **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 363, 383, 391, 394.

Please see the Curriculum Sheets that follow.

THE GEORGE WASHINGTON UNIVERSITY MEDICAL CENTER WASHINGTON DC	School of Public Health and Health Services Master of Public Health Public Health Communication and Marketing Program Program-at-a-Glance 2010-2011		
Begin Planning Your Practicum During Year 1			
Required Core Courses			
Required Core Course		Credits	Semester Offered
PubH 201	Biological Concepts for Public Health	2	Fall, Spring, Summer I
PubH 202	Biostatistical Applications for Public Health	3	Fall, Spring, Summer 10 wk
PubH 203	Principles and Practice of Epidemiology	3	Fall, Spring, Summer 10 wk
PubH 204	Environmental and Occupational Health in a Sustainable World	2	Fall, Spring, Summer I
PubH 205	Policy Approaches to Public Health	2	Fall, Spring, Summer 10 wk
PubH 207	Social and Behavioral Approaches to Public Health	2	Fall, Spring, Summer
PubH 208	Management Approaches to Public Health	2	Fall, Spring, Summer 10-wk
Total Core Credits		16	
Required Program-Specific Courses			
Required Departmental Courses		Credits	Semester Offered
PubH 363	Introduction to Public Health Communication and Marketing	3	Fall, Spring
PubH 382	Planning and Administration of Health Promotion/Disease Prevention Programs	2	Fall, Spring
PubH 383	Evaluation of Health Promotion/Disease Prevention Programs	3	Fall, Spring
PubH 390	Practical Data Analysis for Prevention and Community Health	1	Fall, Spring
Total	Required Departmental Courses	9	
Required Program Courses			
PubH 395	Advanced Public Health Communication: Theory and Practice	3	Fall
PubH 396	Social Marketing: Theory and Practice	3	Spring
<i>Program Specific Electives (select 6 credits)</i>			
PubH 360	Communication Skills for Public Health Professionals	1	Fall, Spring
PubH 391	Public Health Branding: Theory and Practice	2	Fall
PubH 394	Marketing Research for Public Health	3	Spring
PubH 397 or PubH 387	Media Advocacy in Public Health or Community Organization, Development and Advocacy	3	Fall
Total	Required Program Courses, Including Program-Specific Electives	12	
Electives (Select 4 credits from this list)			
PubH 249	Use of Statistical Packages: Data Management and Data Analysis	3	Fall, Spring
PubH 285	Introduction to Health Policy Analysis	2	Fall, Spring
PubH 324	Introduction to Global Health Communication Skills	2	Summer
PubH 325	Global Social Marketing	2	Fall
PubH 329	Theories and Applications in Global Health Promotion	2	Spring
PubH 364	Qualitative Methods in Health Promotion	2	Spring
PubH 365	Health Promotion in Healthcare Settings	2	Spring
PubH 366	Community Oriented Primary Care: Policy and Issues	2	Spring
PubH 368	Women's Health	2	Spring
PubH 369	Adolescent Health	2	Fall
PubH 377	High Risk and Special Populations	2	Alternate Fall
PubH 378	Workplace Health Promotion	2	Summer
PubH 379	Health Promotion and Aging	2	Summer
PubH 380	Maternal and Child Nutrition	1 – 2	Sum (1 cr) ; Spring (2 cr)
PubH 384	Community Health Information Resources	2	Fall, Spring
Electives	Any SPHHS course(s) – with Advisor's approval	2	Fall, Spring, Summer
Other Required Courses			
PubH 214.19	Practicum	2	See Advisor
PubH 215.19	Culminating Experience	2	See Advisor
Course Distribution		Credits	
Public Health Core Courses		16	
Required Departmental Courses		9	
Required Program Courses		6	
Program-Specific Electives		6	
Electives		4	
Practicum		2	
Culminating Experience		2	
Total Degree Credits		45	

**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 SPHHS 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.

**Graduation Requirements
Graduate Certificate**

1. **Graduate Credit Requirement.** 18 graduate credits are required.
2. **Graduate Credit Requirement for students enrolled concurrently in a SPHHS Degree Program.** 12 credits are required.
3. The Program Director/Advisor must pre-approve all course selections and course sequencing by developing a "program of study" prior to the student's initial registration. Graduate Certificate students meet with their advisor each semester before registration. All changes in this program of study must be pre-approved by the Program Director/Advisor.
4. **Course Requirements.** Since most graduate certificate students are currently enrolled in an MPH program or have previously earned a graduate degree, most course credits will be selected from the program-specific course list. Under no circumstances may a certificate student enroll in fewer than 9 credits of program-specific courses.
5. **Grade Point Requirement.** A 3.0 (B average) overall grade point average or better is required.
6. **Time Limit Requirement.** The certificate must be completed within two years.
7. **Transfer Credit Policy.** The Program Director/Advisor may approve up to 4 graduate credits that have not been applied to a previous graduate degree to be transferred to the graduate certificate. (Exceptions: SPHHS master's students and alumni may transfer up to 6 credits from master's degree to the Graduate Certificate.) The course(s) must be relevant to the 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.

Public Health Communication and Marketing Course Descriptions

**SPHHS Required Core Courses
(16 Credits)**

PubH	201	Biological Concepts for Public Health	2	Provides an overview of current knowledge about biological mechanisms of major diseases causing death and disability in the US and globally; understanding and interpreting the reciprocal relationships of genetic, environmental, and behavioral determinants of health and disease in an ecologic context; analyzing, discussing, and communicating biologic principles of disease from a public health perspective. Fall, Spring, Summer 1
PubH	202	Biostatistical Applications for Public Health	3	Application of biostatistical principles to critical analysis of retrospective studies, prospective studies, and controlled clinical trials, as well as studies in the health services literature. Selection, basic calculations, and interpretation of statistical methods for detection of significant associations and differences. Fall, Spring, Summer 10 weeks

PubH	203	Principles and Practice of Epidemiology	3	General principles, methods, and applications of epidemiology. Outbreak investigations, measures of disease frequency, standardization of disease rates, study design, measures of association, hypothesis testing, bias, effect modification, causal inference, disease screening, and surveillance. Case studies apply these concepts to a variety of infectious, acute, and chronic health conditions affecting the population. Fall, Spring, Summer 10 weeks
PubH	204	Environmental and Occupational Health in a Sustainable World	2	Examines the connection between population health and exposures to chemical, physical, and biological agents in the environment. Through the use of problem-solving frameworks, students will become familiar with data sources, methodologies and policy approaches being used to address the public health impacts of environmental and occupational health hazards, including the consequences of climate change, natural resource degradation, and industrial chemicals. The course will integrate key concepts of environmental health with principles of sustainability to illustrate how public policies and practices on the local, national and global level affect population health. Fall, Spring, Summer 1
PubH	205	Policy Approaches to Public Health	2	Introductory multidisciplinary course focusing on the interplay of all aspects of global public health on health policy problems. Students will learn how health policy is made, how health care and public health services are delivered, and how to define and analyze key health policy problems drawing on the perspectives and skills of the public health disciplines. Fall, Spring, Summer 10 weeks
PubH	207	Social and Behavioral Approaches to Public Health	2	This course will emphasize social and behavioral science theories, models, and concepts that can be applied to public health problems and interventions. This course will describe the role of social and community factors, including race/ethnicity and culture, in both the onset and solution of public health problems and describe the inter-relationship between the social and behavioral science. Fall, Spring, Summer 1
PubH	208	Management Approaches to Public Health	2	An advanced multidisciplinary course examining global public health and health delivery issues through the use of a case study approach. Prerequisites: PubH 201, 202, 203, 204, 205, and 207. Fall, Spring, Summer 10 weeks
Required Department Courses (9 Credits)				
PubH	363	Introduction to Public Health Communication and Marketing	3	Communication theories and methods used in promoting health and preventing disease. Theoretical background in communication and behavior science and practical communication development methods. Prerequisite: PubH 207. Fall, Spring
PubH	382	Planning and Administration of Health Promotion/Disease Prevention Programs	2	Students will develop skills to effectively plan, implement, and manage programs that address public health problems for defined populations in a variety of settings. The PRECEDE/PROCEED framework will be used to guide this process. Fall, Spring
PubH	383	Evaluation of Health Promotion Disease/ Prevention Programs	3	Provides students with the knowledge, competencies and skills to plan and implement and evaluation of health promotion-disease prevention programs for a defined population at risk. Fall, Spring
PubH	390	Practical Data Analysis for Prevention and Community Health (PCH)	1	Practical aspects of dataset creation, data management, rudimentary statistical analysis, and tabular and graphical presentation of results using PASW (formerly SPSS) and Microsoft Excel. Students will create codebooks, enter and clean data, derive new variables from existing ones, choose and implement appropriate analytical techniques, graph and tabulate results, and document and protect work. Examples will be drawn from commonly-encountered situations in PCH, such as needs assessments and program evaluations. Prerequisites: PubH 202, 203, 382. Fall, Spring, Summer
Required Program Courses (6 Credits)				
PubH	395	Advanced Public Health Communication	3	Focuses on the use of communication to positively influence people's -- and population's -- understanding of health information, decision-making, and health behavior. In this skills-based course students will study, and in a group project apply, a range of theories and techniques germane to effective message design and delivery. Prerequisite: PubH 363. Fall
PubH	396	Social Marketing Theory and Practice	3	Focuses on the use of marketing to change the behavior of people, populations, and policy makers in ways that are in their, and society's, best interest. Students in this skills-based course will study and work in teams to apply a range of marketing strategies to a real-world situation. Prerequisite: PubH 363. Spring

Program-Specific Elective Courses (Select 6 Credits)				
PubH	360	Communication Skills for Public Health Professionals	1	Helps students develop writing and oral presentation skills through intensive, interactive training, practice, and feedback. Provides participants with a solid foundation for all forms of public health and other scientific and technical written and oral communication. Fall, Spring
PubH	387	Community Organization, Development, and Advocacy	3	Educates health promotion practitioners in how to organize community groups to promote health. The focus is on learning how to use resources available in the community to advocate change. Prerequisite: PubH 207. Fall
PubH	391*	Public Health Branding: Theory and Practice *To be proposed.	2	This course focuses on the use of branding in the public health and social sectors. Learning from the commercial sector, we will examine how to brand <i>behaviors</i> as well as products and services. We will review branding methods, examine research on branding and its effectiveness, and build skills in branding for public health objectives. Fall
PubH	394	Marketing Research for Public Health	3	Focuses on the use of marketing research techniques to better understand customers of public health programs, and thereby to improve program design, implementation, and effectiveness. A range of qualitative and quantitative techniques will be studied for their relevance to program planning, development, and continuous improvement. Spring
PubH	397	Public Health Advocacy Campaigns: Theory and Practice	3	Focuses on the use of communication campaigns to positively influence public policy, and the policies of private organizations, with regard to enhancing the public's health. In this skills-based course students will study, and in a group project apply, a range of theories and techniques germane to the policy advocacy process. Spring
Elective Courses (Select 4 Credits)				
PubH	249	Use of Statistical Packages: Data Management and Data Analysis	3	This course familiarizes the student with one of the most widely used database management systems and statistical analysis software packages, the SAS System, operating in a Windows environment. Throughout the course, several database management system techniques and data analytical strategies for the appropriate analysis of datasets obtained from a variety of studies will be presented. Statistical techniques covered include linear regression, analysis of variance, logistic regression, and survival analysis. Prerequisite: PubH 202. Fall, Spring
PubH	285	Introduction to Health Policy Analysis	2	Core elements of health policy analysis: problem definition, background, the political, economic, and social landscape; development of policy options and recommendations. Written, graphic, and oral presentation skills associated with policy analysis. Prerequisites: PubH 281. Summer, Fall, Spring
PubH	324	Global Health Communication	2	Introduces the field of health and population communication. Students will learn its key concepts, theories, research and applications. Issues covered will include: definition of key concepts; understanding the feedback model of health communication; the goals of health communication research, and uses of health communication through multi-sector initiatives. Prerequisites: PubH 207, PubH 321, PubH 329. Summer
PubH	325	Global Health Social Marketing	2	Examines social marketing theory with specific emphasis on public health, including social marketing campaign design, best practices for implementation, and evaluation methodology. It will cover applied techniques for domestic and international markets. Introduces the importance of public/private partnerships in development and to stakeholders in social marketing organizations. Prerequisite: PubH 321
PubH	329	Theories and Applications for Global Health Promotion	2	Use of communication theory and methods in health promotion. Ingegration of multidisciplinary approaches to public health communication. Prerequisite: PubH 321. Spring
PubH	364	Qualitative Methods in Health Promotion	2	Application of qualitative methods in the development of health promotion interventions, evaluations, and research. Collecting and analyzing qualitative data through participant observation, interviewing, group methods, and case studies. Prerequisite: PubH 207. Spring
PubH	365	Health Promotion in Healthcare Settings	2	Behavioral change counseling and training skills to improve health by changing individuals' behaviors and by developing training materials for use with providers, health professionals and high risk groups. This is an advanced course for second year students. Prerequisite: PubH 207, 382. Spring
PubH	366	Community Oriented Primary Care: Policy and Issues	2	Advanced work on COPC methods and policy, focusing on issues related to the provision of health care in underserved communities. Prerequisite: PubH 361. Spring

PubH	368	Women's Health	2	Issues of women's health through the life cycle. The process of critically evaluating women's health research and issues. Spring
PubH	369	Adolescent Health	2	Issues of physical, mental, and social development and their bearing on the health of adolescents, with special emphasis on prevention. Fall
PubH	377	High Risk and Special Populations	2	Provides students with an overview of the methods to plan, implement and evaluation health promotion and education programs targeted towards high risk and special populations. The course will review the socioeconomic, political-economic, cultural and psychosocial factors of populations who are considered to be at high risk for specific health problems and efforts that have been addressed in current health promotion programs. Prerequisite: PubH 207. Fall Alternate Years
PubH	378	Workplace Health Promotion	2	Planning, management and evaluation of programs designed to serve employees' needs, promotion of employee health and reduction of health care costs in the workplace. This course will introduce students to the basic health education principles of work place health promotion and examine the concerns, issues and possible solutions related to workplace health promotion programs. Prerequisite: PubH 207. Summer
PubH	379	Health Promotion and Aging	2	Introduces students to the basic health aspects of the aging process and special health promotion needs for this group. Problems of aging and public health solutions for older Americans will be examined. Students will be able to define the public health concerns for aging Americans, how aging is affected by a multitude of factors, identify health promotion strategies to assist in reaching out to this population and develop methods of collaboration with agencies and organizations to improve the health of the aging population. Prerequisite: PubH 207. Summer
PubH	380	Maternal and Child Nutrition	1 – 2	Covers the nutritional needs of women during the child bearing years, infants, children and adolescents. Emphasizes the life course approach to nutrition and has a special emphasis on the effects of diet during infancy on obesity and degenerative diseases in later life. Students will examine the biological basis of nutrition, identify risk factors associated with poor nutrition in individuals and populations and evaluate domestic and international programs designed to meet the nutrient needs of this important segment of the population. Summer (1credit), Spring (2 cr)
PubH	384	Community Health Information Resources	2	Introduces students to computer applications useful in planning and implementing COPC and community health programs. Selected computer applications support COPC methods for defining and characterizing a community's social and health characteristics, mapping an area, investigating a prioritized problem, and developing programs and evaluations, and sharing results. Fall, Spring
PubH		Any SPHHS Course	Varies	Select any SPHHS elective, with advisor's approval.
Practicum and Culminating Experience				
PubH	214.19	Practicum	1-3	This course provides the opportunity for MPH students to apply the knowledge and skills acquired through their programs of study. A planned, supervised and evaluated practice experience that is relevant to the student's program is an essential component of a public health professional degree program. These opportunities can take place in a variety of agencies or organizations. Each program customizes Practicum requirements to meet students' needs. (Credit/No Credit). Summer, Fall, Spring
PubH	215.19	Culminating Experience	2-3	A culminating experience is one that requires a student to synthesize and integrate knowledge acquired in coursework and other learning experiences and to apply theory and principles in a situation that approximates some aspect of professional practice. It is through this course that faculty evaluates the extent to which the student has mastered the body of knowledge and can demonstrate proficiency in the required competencies. Each program customizes Culminating Experience requirements to meet students' needs. Summer, Fall, Spring

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 three types of courses:

- Required MPH Core Courses
- Required Departmental and Program-Specific Courses, including program specific electives and SPHHS 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). This does not include PubH 208 (Management Approaches to Public Health), which should be taken in the second half of the program of study, and which requires every other core course as a pre-requisite.
- Further, we expect MPH students to complete the following MPH courses in the first three semesters of study:
 - PubH 201 – Biological Concepts for Public Health
 - PubH 202 – Biostatistics or PubH 203 – Epidemiology
 - PubH 205 – Policy Approaches to Public Health

These guidelines reinforce the principle that core courses should be taken early. However, since the core courses (minus PubH 208) consist of only 14 credits, it is also both feasible and desirable for full-time students (who are taking at least 9 credits per semester) to take introductory program specific courses in their first year. Full time PHC&M students should take the core health promotion course PubH 207 (2 credits) in the first two semesters of study, as well as PubH 363 (3 credits) because these courses are prerequisites for most other program specific courses.

Part-time students (who generally take 6 or 7 credits per semester) will typically concentrate on taking core courses in their first year, including PubH 207, 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, SPHHS 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. If the advisor and student agree that an exception is needed, the student should complete a Graduate Petition Form explaining the circumstances, obtain the academic advisor's signature, and submit the Petition to the SPHHS Office of Student Records, 222 Ross Hall. The Associate Dean for Student and Faculty Development must approve such a petition before a student is permitted to defer any core courses to the second year.