



Are you a graduate student or academician who wants to make a name in the fields of **public health, health communication or social marketing?**

Have a **captivating case study** that you'd like to see **published** in a **peer-reviewed journal?**

Contribute to the public health field, **get published**, and **enhance** your resume by submitting to *Cases in Public Health Communication and Marketing!* This is your opportunity!

Cases in Public Health Communication and Marketing is a student-edited, peer-reviewed journal of The George Washington University School of Public Health and Health Services and is **currently seeking submissions for Volume 5!**

For further details and to check out past volumes, visit www.casesjournal.org.

Cases are written by a student and require collaboration with a faculty adviser and original case practitioner who planned or implemented the initiative profiled in the case.

Remind me...what is a public health case study?

A public health case study is the analysis of a real-world program (health communication or social marketing) that the author has experienced or been able to observe.

A case study accepted for publication will include both a description and original analysis or evaluation of the program or program component.

To be considered for Volume 5, student authors must submit a brief **letter of intent** by 5pm (EST) **Monday, November 1, 2010** to the journal editors at gwcases@gmail.com. The deadline for submissions is 5pm (EST) **Friday, December 10, 2010**. The journal is scheduled for publication in **Summer 2011**.

Please forward this call for submissions to other interested students, faculty or professionals.

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For author inquiries, please email the journal editors at gwcases@gmail.com.