

### Program Director

W. Douglas Evans, Ph.D.  
Professor of Prevention and Community Health & Global Health  
Director, Public Health Communication and Marketing  
The George Washington University  
2175 K Street NW, Suite 700  
Washington, DC 20037  
[wdevans@gwu.edu](mailto:wdevans@gwu.edu)  
202-994-3632 (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 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 (17 credits) and Program-Specific Courses and electives (28 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, 394, 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. Moreover, they will be able to apply a range of qualitative and quantitative marketing research techniques in creating, monitoring and continuously improving public health initiatives. Relevant courses: PubH 363, 383, 394, 395, 396, 397.

- **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, 394, 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, 394, 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, 394, 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, 394, 395, 396, and 397.

**Please see the Curriculum Sheets that follow.**

		<b>School of Public Health and Health Services</b>  <b>Master of Public Health</b> <b>Public Health Communication and Marketing Program</b>  <b>Program-at-a-Glance</b> <b>2009-2010</b>	
<b>Begin Planning Your Practicum During Year 1</b>			
<b>Required Core Courses</b>			
<b>Required Core Course</b>		<b>Credits</b>	<b>Semester Offered</b>
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	3	Fall, Spring, Summer 10-wk
Total Core Credits		17	
<b>Required Program-Specific Courses</b>			
<b>Required Department-Specific Course</b>		<b>Credits</b>	<b>Semester Offered</b>
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
<b>Required Program-Specific Course</b>			
PubH 394	Marketing Research for Public Health	3	Spring
PubH 395	Advanced Public Health Communication: Theory and Practice	3	Fall
PubH 396	Social Marketing: Theory and Practice	3	Spring
PubH 397 or PubH 387	Public Health Advocacy Campaigns: Theory and Practice, or Community Organization, Development and Advocacy	3	Fall
<b>Select 3 credits from this list</b>			
PubH 249	Use of Statistical Packages: Data Management and Data Analysis	3	Fall, Spring
PubH 281	Introduction to Health Policy Analysis	3	Fall, Spring
PubH 324	Introduction to Global Health Communication Skills	1	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	Summer (1 credit) Spring (2 credits)
PubH 384	Community Health Information Resources	2	Fall, Spring
MGT 206	Strategic Planning	3	Fall
MGT 212	Behavioral Factors in the Process of Change	3	Summer
DNsc 224	Executive Decision-Making	3	Summer, Fall, Spring
DNsc 261	Introduction to Project and Program Management	3	Fall, Spring
MKTG 248	Advertising and Sales Promotion	3	Fall, Spring
MKTG 251	Product Management	3	Fall
MKTG 253	Marketing Channels of Distribution	3	Fall
OrSc 241	Strategic Management and Policy Formation	3	Spring
OrSc 242	Organizational Communication and Conflict Management	3	Spring
PMgt 231	Lobbying	3	Summer, Fall
PMgt 250	Campaign Strategy	3	Fall, Spring
SMPA 202	Theories of Mediated Communication	3	Fall
SMPP 205	Business Representation and Lobbying	3	Spring
PubH 209.xx	Strategic Environmental Health Risk Communication	2	Spring
PubH 209.xx	SPHHS elective(s) – Advisor's approval	1	Fall, Spring, Summer
PubH 214.19	Practicum	2	See Advisor
PubH 215.19	Culminating Experience	2	See Advisor
<b>Course Distribution</b>		<b>Credits</b>	
Public Health Core Courses		17	
Department-Specific Credits		8	
Program-Specific Credits		15	
Elective		1	
Practicum		2	
Culminating Experience		2	
<b>Total Degree Credits</b>		<b>45</b>	

**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  
(17 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	3	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, or 207. Fall, Spring, Summer 10 weeks

<b>Required Department Courses (8 Credits)</b>				
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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

<b>Required Program Courses (12 Credits)</b>				
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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	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. 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. Spring
PubH	387 or	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
	397	Public Health Advocacy Campaigns: Theory and Practice		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

**Select 3 credits from the list below**

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	281	Introduction to Health Policy Analysis	3	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 205. Summer, Fall, Spring
PubH	324	Introduction to Global Health Communication Skills	1	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. PubH 207, PubH 321, PubH 329 Summer
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. The course 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 credits)
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
MGT	206	Strategic Planning	3	Formulation of strategies that enable organizations to adapt to changing social, technological, economic, and political conditions. Lectures, discussion, and exercises examine strategic planning practices and the environmental changes affecting corporations, government agencies, hospitals, and other major institutions. Students conduct a strategic planning project for an organization. Fall
MGT	212	Behavioral Factors in the Process of Change	3	The human, rather than technical, aspects of change at individual, group, and organizational levels. Core concepts and recent developments in human behavior, learning, and change. Application of theory to practice. Summer
DNsc	224	Executive Decision-Making	3	Concepts and methods for making complex decisions in both business and government; identifying criteria and alternatives, setting priorities, allocating resources, strategic planning, resolving conflict, and making group decisions. Summer, Fall, Spring
DNsc	231	Introduction to Project and Program Management	3	Practical examination of how projects can be managed from start to finish, including specific emphasis on planning and controlling to avoid common pitfalls. Identifying needs, defining requirements, project costing, scheduling, resource allocation, and project politics. Fall, Spring
MKTG	248	Advertising and Sales Promotion	3	Examination of advertising and sales promotion from a systems perspective supported by analytical methods and concepts regarding consumer attitudes and behavior. The role of communication in marketing, behavioral research, message design, economic and financial criteria, development of a promotion program. MAd 230. Fall, Spring
MKTG	251	Product Management	3	Examination of all the stages of a product's life, from idea generation through screening, development, and commercialization. Emphasis on new product development. MAd 230. Fall
MKTG	253	Marketing Channels of Distribution	3	Designing and managing channels of distribution. Retailing and wholesaling strategy. Electronic marketing channels: e-Business models and execution. Design of integrated inventory, physical distribution, and logistics systems. Managing channel relations and measuring performance. Regulatory issues in conventional and electronic channels. Global networks. MAd 230. Fall
OrSc	241	Strategic Management and Policy Formation	3	Processes and theories of strategic management in the profit and not-for-profit sectors. Analysis of behavioral, sociopolitical, and economic forces underlying strategy formulation. Issues of strategic competitive advantage; corporate diversification; multinational corporations; evaluation and choice; and implementation of functional and corporate strategies. Spring
OrSc	242	Organizational Communication and Conflict Management	3	Theories and models of communications and communication media; barriers to effective communication and techniques for improving interpersonal, group, and organizational communications. Sources of conflict in organizations at the individual, group, and organizational levels; methods of conflict management and resolution. Spring
PMgt	231	Lobbying	3	How lobbying and organized advocacy fit into the American political process and development and implementation of advocacy strategies. Lobbying by business, labor, public interest groups, and other nonprofit organizations;

				lobbying within and among various branches of government. Summer, Fall
PMgt	250	Campaign Strategy	3	Orientation to the basic systems that must be managed to produce electoral victory. Importance of the campaign plan and campaign budget as techniques of management. Fall, Spring
SMPA	202	Theories of Mediated Communication	3	Survey of media effects research. Focus on the individual attitudinal, affective, and cognitive effects resulting from media exposures of various types and on other institutional, social, and cultural effects. Fall
SMPP	205	Business Representation and Lobbying	3	Strategies, tactics, and techniques used by business in representing itself to the legislative and executive branches and regulatory agencies of the federal government. Legal and practical constraints. Ethical considerations. Spring

<b>Practicum and Culminating Experience</b>				
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