

HEALTH COMMUNICATION, CERTIFICATE

Health Communication Certificate Program

EDUCATIONAL OBJECTIVES

Students completing the certificate program will be exposed to and gain a basic understanding of the theoretical and applied aspects of Health Communication. Competencies achieved will include, but are not limited to:

1. Awareness of behavior change and communication theories.
2. Knowledge of media effects and audiences' uses of media/communication modes.
3. Recognition of quantitative and qualitative methods used in the study of Health Communication.

Additionally, the Health Communication certificate program will familiarize students with the design and evaluation (formative, process, and summative) of communication messages, campaigns, and programs.

SPONSORING DEPARTMENT

Health, Behavior and Society

ADMISSION

Contact information and information about admissions to the certificate program can be found on the Bloomberg School of Public Health certificate program page (<https://publichealth.jhu.edu/academics/health-communication-certificate-program/>).

REQUIREMENTS FOR SUCCESSFUL COMPLETION

The certificate program requires a minimum of 18 term credits. All required and elective courses must be taken for a letter grade; a minimum grade of C is required in all certificate coursework, and students must maintain a 2.75 or better overall GPA for all certificate coursework. Any request to substitute a course that the faculty sponsors consider essential to meet the certificate program competencies must be given serious consideration. The student must propose the course to be substituted and present a rationale for the request. In no case will more than one substitution be permitted.

The certificate program length is flexible and varies from student to student. However, the certificate must be completed within three years. The student should review the section of the website that addresses completion (<https://publichealth.jhu.edu/academics/certificate-programs/requirements-for-successful-completion-of-a-certificate-program/>) before completing certificate program requirements. The student's transcript will not indicate that the certificate was earned until the Notification of Completion has been submitted, verified by the certificate program, and processed by the Registrar.

COURSE OF STUDY

Students should check the Bloomberg School of Public Health course directory (<https://publichealth.jhu.edu/courses/>) to confirm when courses are offered. The term may change from what is listed in the table

below and some courses are only offered every other year. Students should also check for prerequisites and whether instructor consent is required.

Note: It is **STRONGLY RECOMMENDED** that students interested in this certificate program take 410.653 (<https://www.jhsph.edu/courses/course/410.653/01/2014/18940/>) (Contemporary Issues in Health Communication) as a way to familiarize themselves with the different faculty and course offerings in Health Communication.

Code	Title	Credits
PH.550.860	Academic & Research Ethics at JHSPH (All students are required to complete this online noncredit course in their first term of study)	
Required: 18 credits from the following courses:		
PH.180.634	Public Health Emergencies: Risk Communication and Decision Science (typically offered onsite in 1st term)	3
PH.301.645	Health Advocacy (typically offered onsite in 4th term)	3
PH.312.660	Marketing in Health Care Organizations (typically offered onsite in 3rd term and in Summer Institute)	3
PH.317.610	Risk Policy, Management and Communication (typically offered onsite in 2nd term)	3
PH.330.643	The Science of Narrative: Intersectionality of Storytelling and Public Health (typically offered online in 1st term)	2
PH.380.611	Fundamentals of Program Evaluation (typically offered onsite in 3rd term and online in 1st term)	4
PH.410.622	Strategic Leadership Principles and Tools for Health System Transformation in Developing Countries (typically offered onsite in 2nd term)	4
PH.410.650	Introduction to Persuasive Communications: Theories and Practice (typically offered onsite in 2nd term and Winter Institute)	4
PH.410.651	Health Literacy: Challenges and Strategies for Effective Communication (typically offered online in 2nd term)	3
PH.410.652	Interpersonal Influence in Medical Care (typically offered onsite in 4th term)	2
PH.410.653	Contemporary Issues in Health Communication (typically offered onsite in 1st term)	1
PH.410.654	Health Communication Programs I: Planning and Strategic Design (typically offered onsite in 4th term)	4
PH.410.655	Health Communication Programs II: Implementation and Evaluation (typically offered onsite in 4th term)	4
PH.410.656	Entertainment Education for Behavior Change and Development (typically offered onsite in 4th term)	4
PH.410.663	Media Advocacy and Public Health: Theory and Practice (typically offered onsite in 4th term)	3
PH.410.679	Decoloniality and Global Health Communication (typically offered onsite in 4th term)	3
PH.410.733	Communication Network Analysis in Public Health Programs (typically offered onsite in 4th term)	4
PH.410.752	Children, Media, and Health (typically offered onsite in 3rd term)	3

PH.410.755	Designing Health Communication Programs for Social and Behavior Change (typically offered online in 3rd term)	4
PH.410.840	Special Studies and Research in Health Behavior and Society (Must be approved by Certificate Program Director; typically offered onsite in 1st, 2nd and 3rd terms)	1 - 22