

# HEALTH COMMUNICATION

## Health Communication EDUCATIONAL OBJECTIVES

Students completing the certificate program will be exposed to and have 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

### CONTACT INFORMATION

#### Certificate Program Contact

L. Robin Newcomb (rnewcomb@jhmi.edu)

#### Faculty Sponsor

J. Douglas Storey

### ELIGIBILITY

All JHU graduate students are eligible for admission to this certificate program, with the exception of JHSPH MAS students, who are not eligible to apply until they have completed their primary degree program. Additionally, non-degree students with at least a baccalaureate degree from an accredited college or university and a strong academic record are eligible.

### ADMISSIONS PROCESS

All applicants must review the General Certificate Guidelines page (<http://e-catalog.jhu.edu/public-health/certificates/#newitemtext>), which provides important information about how to apply to a certificate program.

### APPLYING TO THE CERTIFICATE PROGRAM AS A JHU GRADUATE STUDENT

Students already enrolled in a graduate program at JHU are not required to submit the School's electronic admissions application.

**Start terms:** It is possible to begin the certificate program only in these terms: 1, 2, 3, & 4.

### APPLYING TO THE CERTIFICATE PROGRAM AS A NON-DEGREE STUDENT

Students who are not currently enrolled in a graduate program at JHU are required to apply to certificate programs using SOPHAS Express (<https://sophasexpress.liaisoncas.com/applicant-ux/#/login>). All non-degree applicants should review the general Certificate Admissions (<http://e-catalog.jhu.edu/public-health/certificates/#newitemtext>) page for instructions on how to apply to a certificate program and application deadlines.

**Start terms:** It is possible to begin the certificate program only in these terms: 1,2,3, & 4.

**TOEFL/IELTS:** Required.

**Prerequisites or special requirements:** None

## 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. The certificate program length is flexible; it varies from student to student, however, the program must be completed within three years.

The student should review the section of the website that addresses completion (<http://e-catalog.jhu.edu/public-health/certificates/#courserequirementstext>) (<http://www.jhsph.edu/academics/certificate-programs/completion.html>) 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 and verified by the certificate program and processed by the Registrar.

## COURSE OF STUDY

Students should check the JHSPH course directory (<https://www.jhsph.edu/courses/>) to confirm when the courses are offered. 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 noncredit course in their first term of study)	
<b>Required: 18 credits from the following courses:</b>		
PH.301.645	Health Advocacy	3
PH.312.660	Marketing in Health Care Organizations	3
PH.317.610	Risk Policy, Management and Communication	3
PH.380.611	Fundamentals of Program Evaluation	4
PH.380.681	Strategic Leadership Principles and Tools for Health System Transformation in Developing Countries	4
PH.410.620	Program Planning for Health Behavior Change	3
PH.410.650	Introduction to Persuasive Communications: Theories and Practice	4
PH.410.651	Health Literacy: Challenges and Strategies for Effective Communication	3
PH.410.652	Interpersonal Influence in Medical Care	2
PH.410.653	Contemporary Issues in Health Communication	1
PH.410.654	Health Communication Programs I: Planning and Strategic Design	4

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PH.410.655	Health Communication Programs II: Implementation and Evaluation	4
PH.410.656	Entertainment Education for Behavior Change and Development	4
PH.410.663	Media Advocacy and Public Health: Theory and Practice	3
PH.410.733	Communication Network Analysis in Public Health Programs	4
PH.410.752	Children, Media, and Health	3
PH.410.755	Health Communication Programs	4
PH.410.840	Special Studies and Research in Health Behavior and Society (Must be approved by Dr. Storey)	1 - 22