

# 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. Students should also check for prerequisites and whether instructor consent is required.

**Note: Students are required to complete at least 12 credits of Health, Behavior and Society (HBS) courses to successfully complete this program.**

Code	Title	Credits
PH.550.860	Academic & Research Ethics at BSPH (All students are required to complete this online noncredit course in their first term of study)	
<b>Required Courses (1 credit required)</b>		
PH.410.653	Contemporary Issues in Health Communication	1
<b>Elective Courses (17 credits required)</b>		
PH.180.634	Public Health Emergencies: Risk Communication and Decision Science	3
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.330.643	The Science of Narrative: Intersectionality of Storytelling and Public Health	2
PH.380.611	Fundamentals of Program Evaluation	4
PH.410.622	Strategic Leadership Principles and Tools for Health System Transformation in Developing Countries	4
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.410.654	Health Communication Programs I: Planning and Strategic Design	4
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.410.679	Decoloniality and Global Health Communication	3
PH.410.733	Communication Network Analysis in Public Health Programs	4
PH.410.752	Media Impacts on Child and Adolescent Health	3
PH.410.755	Designing Health Communication Programs for Social and Behavior Change	4