

MPH Functional Certificate:

Health Communication and Promotion (HCP)

For students matriculating in Fall 2022 or later

MPH Integrated Core Courses (16 credits)

Online Course (0 credit) to be taken before classes begin

- **PH 700** Foundations of Public Health

Develop a strong base in public health through the integrated core curriculum:

- **PH 717** Quantitative Methods for Public Health
- **PH 718** Leadership and Management in Public Health
- **PH 719** Health Systems, Law, and Policy
- **PH 720** Individual, Community, and Population Health

Additional 16 credits

Students may choose one context certificate (12 credits) + 1 elective (4 credits):

- Maternal and Child Health*
- Mental Health and Substance Use*
- Chronic and Non-communicable Diseases
- Global Health
- Human Rights and Social Justice
- Infectious Disease
- Pharmaceutical, Development, Delivery, and Access
- Sex, Sexuality, and Gender

** Housed within the Community Health Sciences department*

Alternatively, students may complete a 2nd functional certificate (16 credits) or take 16 credits in elective courses

HCP Certificate Coursework (16 credits)

Discover how to create and implement communications-based strategies that motivate healthy behaviors, change social norms, and promote public health programs and policies.

Required Courses - 8 Credits:

- **SB 733** Mass Communication and Public Health (4)
- **SB 806** Communication Strategies for Public Health (4)

Choose at least two courses (8 credits total) from the following:

- **SB 818** Qualitative Research Methods (4)
- **SB 822** Quantitative Methods for Program Evaluation (4)
- **SB 860** Strategies for Public Health Advocacy (4)
- **GH 701** Global Health Storytelling (4)
- **GH 806** mHealth (4)
- **MC 730** Leading to Face Challenges and Receive Results in Public Health (2)*
- **MC 785** Reproductive Health Advocacy: From Rights to Justice (2)
- **MC 802** Implementing Community Health Initiatives: A Field-Based Course in Leadership and Consultation (4)*
- **PH 712** Public Health Responses to Emergencies in the United States (2)
- **PM 785** Mental Health Advocacy (2)

***Students may only receive MCH Certificate credit for MC 802 (4) or MC 730 (2)*

One-time offerings of Special Topics courses may count toward the HCP Certificate at the discretion of the Certificate Director

MPH Practicum PH976 (240 hours; 0 credits)

Can begin after completing core courses

- Direct application of skills, education, and knowledge by working at a local, state, national, or international field site with organization that is tied to public health work
- All students must register for the PH976 after given approval
- Students must be enrolled/completed practicum to be eligible to enroll in ILE

Career Prep PH746 (0 credits)

Best taken in 2nd semester of study

- **Sessions include:** “marketing yourself,” “interview strategies,” and “evaluating and negotiating opportunities”
- **Deliverables include:** resume, cover letter, and elevator pitch

Integrative Learning Experience PH845 (0 credits)

Completed in final semester

- Give students opportunity to practice all of the HCP skills in individual, final project
- Student initiated, faculty guided
- Students will integrate and apply knowledge and skills obtained throughout the degree program and may choose to focus on an organization/project and communication objective
- Avoid taking 2 practice-based courses while completing ILE
- Registrar will enroll students in PH845 after graduation application processed
- Tied to functional area certificate
- 1 ILE required per student

HCP Certificate Contacts

Certificate Director: Ziming Xuan, zxuan@bu.edu
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Website: <https://www.bu.edu/academics/sph/programs/mph/health-communication-and-promotion/>
Location: 801 Massachusetts Ave, Crosstown, Suite 431

Students must complete 48 credits to graduate