

# MPH Functional Certificate Roadmap:

Health Communication and Promotion (HCP)

For students matriculating in  
Fall 2024/Spring 2025

## Integrated Core, Foundations, & Career Prep (16 units)

Online course to be taken before classes begin:

- **PH700** Foundations of Public Health (0)

Develop a strong foundation in public health through the core courses:

- **PH717** Quantitative Methods for Public Health (4)
- **PH718** Leadership and Management in Public Health (4)
- **PH719** Health Systems, Law, and Policy (4)
- **PH720** Individual, Community, and Population Health (4)

Prepare for the Practicum and a career:

- **PH746** Career PREP (0)

## Additional Courses (16 units)

Choose one of the following options:

- Complete a second functional certificate (16)
- Complete a context certificate (12) and one/two electives (4)
- Complete multiple electives (16)

*A maximum of 4 units may fulfill requirements in any two certificates. These units do NOT count twice toward the overall 48 units needed to graduate.*

## MPH Practicum PH976 (240 hours; 0 units)

Gain experience as a public health professional through a Practicum.

- Students can begin a Practicum after having completed at least 16 SPH units.
- More information can be found at <https://www.bu.edu/sph/careers/for-students/practmenu/>
- Questions? Contact [sphpract@bu.edu](mailto:sphpract@bu.edu)

Students must follow certificate requirements relative to the year/semester that they matriculated. Official requirements are in the Bulletin.

**Degree Progress via MyBU Student Portal is a useful tool to track your progress and plan your coursework.**  
**Dual degree students should consult the Bulletin for official degree requirements as they differ from the roadmap.**

## HCP Certificate Requirements (16 units)

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:

**SB733** Mass Communication and Public Health (4)  
**SB806** Designing Strategic Interventions and Communications to Advance Public Health (4)

### Choose 8 credits of electives:

**SB818** Qualitative Research Methods (4)  
**SB822** Quantitative Methods for Program Evaluation (4)  
**SB860** Strategies for Public Health Advocacy (4)  
**GH701** Global Health Storytelling (4)  
**GH806** mHealth (4)  
**MC730** Leading to Face Challenges and Achieve Results in Public Health (2)  
**MC785** Reproductive Health Advocacy: From Rights to Justice (2)  
**MC802** Implementing Community Health Initiatives: A Field-Based Course in Leadership and Consultation (4)  
**PH712** Public Health Responses to Emergencies in the United States (2)  
**PM785** Mental Health Advocacy (2)

**Students must complete 48 units to earn an MPH degree.**

## Integrated Learning Experience PH845 (0 units)

Completed in final semester

- 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.
- The ILE gives students the opportunity to practice all of the HCP skills in an individual final project.
- Students should avoid taking 2 practice-based courses while completing the ILE.
- Students must be enrolled in, or have completed, the Practicum to be eligible for the ILE.
- The Registrar will enroll a student in PH845 after their graduation application is reviewed.

## Course Substitutions

Additional elective course options permissible via the completion of a [Course Substitution Form](#):

**SB745** Homelessness: Stories, Solutions, and Advocacy (4)  
**PM851** Organizing and Advocacy for Health Policy Change (4)

*Special Topics courses may count toward the HCP Certificate at the discretion of the Certificate Director. Students will need to fill out a [Course Substitution Form](#).*

## Certificate Contacts

**Certificate Director:**

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