Master of Science in Health Communication

Today’s health care environment is undergoing rapid transformation. Advancements in technology and evolving consumer practices demand that today’s health communication professionals be prepared with the essential skills, strategic insights, and up-to-the-minute industry knowledge required to succeed in this fast-changing and competitive field.

To prepare students for 21st century roles in health care marketing, public and media relations, digital and integrated health communication, education, promotion, and advocacy, Boston University's Metropolitan College and College of Communication offer the Master of Science in Health Communication (MSHC)—the first program of its type to be offered online.

Open to students of any major, the MS in Health Communication provides a comprehensive education in the areas of public relations, health care marketing, and interactive marketing communications. Students learn how to develop effective communication campaigns, tackle tough health care issues, and provide valuable information to the media, the public, and other critical stakeholders. The Health Communication master’s program paves the way to careers in the pharmaceutical, biotechnology, and health insurance industries; hospitals and rehabilitation centers; marketing and PR firms; and government agencies and nonprofit organizations.

PROGRAM HIGHLIGHTS

- Can be completed in as few as 18 months.
- A partnership with the Public Relations Society of America (PRSA) allows professionals who hold the Accreditation in Public Relations (APR) to waive two courses—equivalent to 8 academic credits—from their MSHC program requirements upon acceptance.
- Online study includes lectures and discussions, videos, interactive animations, message boards, and more, providing a forum for engaged learning within a structured and participatory environment.
- Degree students can also earn the Graduate Certificate in Visual & Digital Health Communication with just two additional courses.
- Courses begin six times each year.
- GMAT/GRE not required.

LEARN FROM THE BEST

- BU’s Health Communication program collaborates with the Mayo Clinic Social Media Network (MCSMN), a global leader in social media practices for health professionals.
- In 2017, Health Communication faculty and instructional designers were honored with Blackboard’s Catalyst Award for Teaching & Learning.
- BU received the 2016 U.S. Distance Learning Association (USDLA) Award for 21st Century Best Practices in distance learning.
- Boston University is ranked #37 in the nation and #39 in the world by U.S. News & World Report.

Boston University Metropolitan College

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DEGREE REQUIREMENTS
A total of ten courses (40 credits) is required, as follows:

- **MET HC 750** The American Health Care System for Health Communicators
- **MET HC 751** Introduction to Epidemiology for Health Communicators
- **MET HC 752** The Biology of Disease
- **MET HC 755** Contemporary Health Care Marketing
- **MET HC 756** Contemporary Public Relations
- **MET HC 757** Interactive Marketing Communications
- **MET HC 758** Media Relations for Health Communicators
- **MET HC 759** Health Communication
- **MET HC 760** Research Methods for Health Communicators
- **MET HC 761** Advanced Writing for Health Communicators

With advisor’s approval, students may replace up to two eligible courses (MET HC 755, MET HC 756, MET HC 757, MET HC 758, MET HC 760) with up to two of the following courses:

- **MET HC 762** Visual Communication in the Digital Health Age
- **MET HC 763** Social Media Strategies and Tactics for Health Communicators

Students who wish to earn the Graduate Certificate in Visual & Digital Health Communication in addition to the MS in Health Communication must take all 10 degree requirements and the two additional courses listed above. APR-holding professionals may waive two required MSHC courses upon acceptance to the program.

LEARN MORE
If you have questions about the program, or you're looking for information about admissions and tuition, please contact an enrollment advisor or visit our website.

Phone 617-353-9185
Email HCAdmissions@bu.edu
Visit [bu.edu/met](http://bu.edu/met)

"While still enrolled in the program, I was promoted to managing editor by my employer, a global health communication group. Every day I apply principles that I learned in the program—media relations, public relations, marketing, health communication, corporate communications planning.

One additional highlight is the friendships I’ve made with my fellow students, and in particular my fellow HealthComU* founders. Before enrolling in this program, I would not have had the confidence to launch the blog. Our success over the past year speaks volumes."

—Lisa Blubaugh (*’14)

*See the site and learn more about Lisa and her classmates/co-founders at [www.healthcomu.com](http://www.healthcomu.com)."