Master of Science in Health Communication

In response to the need for increased personal and public health literacy, there is demand for well-rounded professionals with knowledge and experience in health care marketing, public relations, education, promotions, and advocacy. To prepare students for the best careers in these areas, Boston University’s Metropolitan College and College of Communication offer the Master of Science (MS) in Health Communication—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 paves the way to careers in health care marketing, advertising, and PR; hospitals and rehabilitation centers; the pharmaceutical, biotechnology, and health insurance industries; and public health, government, and nonprofits, among others.

PROGRAM FEATURES

- Can be completed in as few as 18 months of part-time study.
- Online format includes lectures and debates, videos, interactive animations, discussion boards, and more, providing a forum for engaged learning within a structured and participatory environment.
- Courses begin six times each year; applications are accepted on a rolling admissions basis.
- GMAT/GRE not required.

LEARN FROM THE BEST

- BU received the 2011 U.S. Distance Learning Association (USDLA) Award for 21st Century Best Practices and the 2010 Sloan Consortium Award for Excellence in Institution-Wide Online Education.
- The online Master of Science in Health Communication won the 2010 USDLA Silver Award in Best Practices for Distance Learning Programming.
- BU’s distinguished faculty and instructional designers have been honored with Blackboard’s Exemplary Course Awards and Boston University’s prestigious Metcalf Award for Excellence in Teaching.

Boston University Metropolitan College
617-353-6001 | metcorp@bu.edu | bu.edu/online/mshc
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
- MET HC 759  Health Communication
- MET HC 760  Communication Research for Health Communicators
- MET HC 761  Advanced Writing for Health Communicators

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** 617-353-6001  
**Email** metcorp@bu.edu  
**Visit** bu.edu/online/mshc

A TOP-RANKED UNIVERSITY

2015 U.S. News and World Report rankings:

- #37, Global Universities  
- #42, National Universities

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.