



**Master of Science in**

# **HEALTH EDUCATION AND PROMOTION**

## **Come Back Stronger and Move Your Health Education Career Forward**

This is your time. Meet the demand for health educators and gain the skills you need to get ahead with a respected Master of Science in Health Education and Promotion. Learn to assess, plan, develop, implement, evaluate, and lead health programs to improve the lives of your community. You will create strategies to advocate for society or an organization and communicate health marketing efforts for underserved populations. The program is based upon the eight areas of responsibility as defined by the National Commission for Health Education Credentialing (NCHEC). It also prepares you to sit for the Certified Health Education Specialist (CHES)<sup>®</sup> examination.



# Why Study at Purdue Global’s School of Health Sciences?

## Built for Working Adults

Complete courses online, without compromising your work or family schedule. The program also includes a fieldwork component.<sup>1</sup>

## Backed by the Power of Purdue

Earn a degree you can be proud of — and one that employers will respect. Achieve more in the health education field with a name that opens doors in your career.

## Aligned with NCHEC

Train in the eight industry-standard competencies published by the National Commission for Health Education Credentialing (NCHEC) for Certified Health Education.

## Expert Faculty

Learn from health education and education experts who are practicing professionals in the field. All Health Sciences faculty possess advanced academic degrees.

## Practical Experience You Can Count On

Apply what you learn in class to real-world issues in health education through your final capstone project.

## Personal Support

Work directly with faculty through online discussion boards and seminars, and enjoy no-cost individual tutoring. In addition, academic and career advisors are dedicated to helping you balance school with your career and life responsibilities.

### An Education That’s Proven and Respected

Purdue Global is backed by Purdue University. One of the most prestigious universities in the world, Purdue ranked #16 overall and #1 in education among *Fast Company* magazine’s prestigious **World’s Most Innovative Companies**.<sup>2</sup>

# Take the Next Step in Your Education and Your Career

PREPARE FOR CERTIFICATION	BECOME A LEADER IN THE HEALTH EDUCATION FIELD
Prepare for the Certified Health Education Specialist (CHES) or the Master Certified Health Education Specialist (MCHES) certification exams. <sup>3</sup>	As insurance companies, employers, and state and local governments seek ways to cut health care spending, they look to health educators to teach people how to live healthier lives, thereby avoiding costly medical treatments. Prepare to fill leadership and management roles in governmental, nonprofit, and private organizations. <sup>4</sup>
GAIN THE CORE SKILLS AND COMPETENCIES THAT EMPLOYERS DEMAND	
<ul style="list-style-type: none"><li>▪ Develop and analyze health education programs using the proper concepts, principles, and methods.</li><li>▪ Design and critique research in health education programming.</li><li>▪ Exhibit an understanding of multicultural literacy in the field of health education and wellness.</li><li>▪ Identify major concepts, theories, issues, and trends in health education and promotion.</li><li>▪ Uphold the professional standards outlined in the Health Education Code of Ethics.</li></ul>	

# Curriculum

Our comprehensive curriculum covers the concepts, values, research methods, and applications relevant to public health, health education, and health care administration. Courses are reviewed and revised regularly by industry experts to ensure they reflect the most recent developments in the field.

## Courses:

- Health Education Program Assessment
- Social and Behavioral Theory and Frameworks
- Health Education Program Planning
- Health Education Program Implementation
- Health Education Communication and Advocacy
- Health Education Evaluation and Research
- Health Education Leadership and Management
- Grant Writing for Health Promotion Projects
- Health Education and Promotion Electives (3)
- Master's Capstone in Health Education

## Program Detail

**Credit Hours:** 48 (12 courses)

**Program Length:** 18 months of full-time study

**Course Load:** 2 courses per term

**Terms:** 10 weeks long

**Start Dates:** Throughout the year

**Delivery:** Online courses

## Additional Programs

- Master of Health Care Administration
- Master of Health Informatics
- Master of Public Health
- Doctor of Health Science



*We prepare students in our Master's in Health Education and Promotion to become the first line of defense in the battle against the health inequities that plague our vulnerable populations. When our students graduate, they are more than ready to enter into the public health field to lead and become the voice of change."*

**Christopher Gallucci**  
DHSc, Department Chair<sup>5</sup>

# Career and Networking Opportunities

## Industry Outlook

- Employment of **health educators, social and community service managers, and medical and health service managers** is expected to grow much faster than the average for all occupations through 2032.<sup>6</sup>
- Health care occupations are projected to add more jobs than any other occupational group, with about **1.8 million new jobs** expected by 2032.<sup>7</sup>

## Career Pathways and Outcomes<sup>8</sup>

### Roles

- Health educator
- Community and social service manager
- Corporate health consultant
- Medical and health services manager
- Prevention and health promotion specialist
- Health program administrator
- Community health educator
- Community health advocate

### Settings/Industries

- Federal and state public health agencies
- Health care facilities
- State, local, or national governments
- Public health departments
- School systems
- Nonprofits
- International health providers

## The Center for Career Advancement

Our team of Career Specialists helps connect students with job and networking opportunities and offers the following assistance:

- Career assessment/exploration
- Resume and cover letter review
- Interview preparation/mock interviews
- Portfolio development to showcase your skills
- Assistance in building an online presence
- Job search and networking support
- Virtual career fairs
- 24/7 online access to job openings and career development tools

## Accredited by the Higher Learning Commission

The HLC (HLCCommission.org) is an institutional accreditation agency recognized by the U.S. Department of Education.

## Military Friendly

We offer reduced tuition rates for servicemembers, veterans, and spouses.

**Contact an Admissions Advisor at 844-PURDUE-G or visit [PurdueGlobal.edu](https://PurdueGlobal.edu).**

### IMPORTANT INFORMATION: PLEASE READ

For comprehensive consumer information, visit [Info.PurdueGlobal.edu](https://Info.PurdueGlobal.edu).

1 The field experience provides the student with a supervised onsite learning experience in conjunction with an online course. The student is responsible for identifying an appropriate field experience site, submitting all required documentation, and obtaining approval from the appropriate school staff.

2 Source: <https://www.fastcompany.com/most-innovative-companies/2023>. Ranking applies to Purdue University West Lafayette and not to Purdue Global.

3 Students are responsible for understanding the requirements of optional certification exams. The University cannot guarantee students will be eligible to sit for or pass exams. In some cases, work experience, additional coursework beyond the Purdue Global program, fieldwork, and/or background checks may be necessary to be eligible to take or to successfully pass the exams.

4 Purdue Global does not guarantee employment placement or career advancement. Actual outcomes vary by geographic area, previous work experience and opportunities for employment.

5 This testimonial was obtained by Kaplan University. Purdue University acquired Kaplan University in March 2018 and created Purdue Global, which is following the same curriculum format and instructional delivery methods as developed and used by Kaplan University. The views and opinions expressed are those of the individual; experiences may vary.

6 Source: U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, Health Educators and Community Health Workers, Social and Community Service Managers, and Medical and Health Services Managers. National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

7 Source: U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, Healthcare Occupations.

8 Purdue Global does not guarantee employment placement or career advancement. Actual outcomes vary by geographic area, previous work experience and opportunities for employment.