



Announcement Short Course on

Strategic Communication in Health and Social Development



Bangladesh Center for Communication Programs

Bangladesh University of Health Sciences (BUHS) in collaboration with Bangladesh Center for Communication Programs (BCCP) is offering a 3-credits bearing short course on “Strategic Communication in Health and Social Development”.

This course will bring a unique opportunity for the learners with the association of BUHS who are specialized in health sciences education to promote quality education leading to prepare time-befitted health professionals; and BCCP who are a leading strategic communication organization providing one-stop services for health and social development communication to study and practice of communicating promotional health and social development information.

Course Fee
Tk. 14000.00

Course commencement
October 20, 2022

Course session days
Thursday & Saturday

Application deadline
October 11, 2022

Course Information

This is a three-credit course which has been designed to be provided in a total of 17 educational topics, in a span of a total of 60 hours’ time to spread through a total of 40 sessions in which 20 will be didactic with equal number of practical sessions. Each session will be 90 minutes long and will be conducted on every Thursday and Saturday of a week in 3 months-time.

Course Faculties

A unique blend of academicians having relevant academic background in public health and years of teaching experience along with the strategic communication program planners, designers and implementors having many years of practical experience will conduct the didactic and practical sessions of the course.

Key course contents

- Strategic communication process, theories, and models
- Determinants that influence human behavior
- Risk communication and community engagement
- Social mobilization, advocacy coordination, and networking
- Climate change and its impact on health and social development
- Universal health coverage and health equity
- Leadership for social change
- Monitoring and evaluation

Potential applicants

Students who are aspiring their career in public health, public health professionals, social workers or any individuals who want their educational and professional career or developing knowledge having at least bachelor’s degree can apply for this course.

APPLY NOW

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