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Gerald J. and Dorothy R.
Friedman School of
Nutrition Science and Policy

Nutrition Science for Communications Professionals

◀ ◀ An Online Graduate Certificate Program ▶ ▶

Why This Program? >

Television, magazines, and the internet are the primary sources of nutrition information for the general public. Communications professionals, such as journalists, freelancers, marketing, corporate and public relations professionals, are often responsible for generating this information. While inaccurate messages confuse and mislead, breed skepticism, and can harm reputations, truthful and accurate messages can turn communications professionals into nutrition educators, helping consumers make positive lifestyle choices while helping clients attain their business goals.

This program will provide communications experts with an understanding of the concepts and language of nutrition science, the skills required to interpret nutrition-related research studies for consumers, and the ability to apply this knowledge to help inform and guide marketing efforts.

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◀ **Nourishing Minds. Nourishing Humanity.** ▶

What Will You Achieve? >

STUDY basic nutrition science, including the role of nutrition in chronic diseases and throughout the lifecycle. **GAIN** the skills needed to interpret nutrition research articles accurately and responsibly. **CREATE** effective, informed nutrition-related communications. **EXPLORE** the interplay of nutrition and marketing from the perspective of both the consumer and the marketer.

An Exceptional Experience >

- ▶ 100% online - and highly interactive - coursework that allows flexibility and convenience without sacrificing quality
- ▶ All courses developed *and taught* by Tufts faculty
- ▶ Student to Faculty ratio = 17:1
- ▶ Graduate-level academic credit from Tufts University
- ▶ Courses held to the same academic standards as our campus-based, graduate degree courses
- ▶ Join a diverse student body from 15 countries and 23 states

Certificate Courses >

- ▶ Foundations of Nutrition Science
- ▶ Interpreting Nutrition Evidence
- ▶ Nutrition-Related Consumer Marketing

Featured Faculty >

Diane McKay, PhD, is Director of the Graduate Certificate Program, an Assistant Professor at the Friedman School of Nutrition Science & Policy, and a Scientist in the Antioxidants Research Laboratory at the Jean Mayer USDA Human Nutrition Research Center on Aging (HNRCA) at Tufts University. She teaches the first course in the program titled *Foundations of Nutrition Science*.

