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.

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.

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.