

Health Communication, Undergraduate Certificate

The ~~department~~ Department of Communication and Media offers a certificate program for those students interested in careers in health communication. Our certificate program addresses the dynamics of health communication from varying perspectives. The core classes in the program focus on a breadth of health communication topics, such as the influence of mass media, interpersonal communication, organizational communication, and culture. After completing the certificate, students will be able to recognize, analyze, and design effective communication strategies for promoting individual and public health.

~~Our dual track then allows students to further specialize in either an interpersonal/organizational focus or a mass-mediated focus, giving them the depth of knowledge needed for a number of health-related careers. To earn the certificate, students will need to complete 15 hours of core classes and 9 hours of specialization in either an interpersonal/organizational health communication track or mass-mediated health communication track, for a total of 24 hours. The~~ certificate program is comprised of 18 credit hours of coursework, as indicated. All students must earn a C or better in all courses applied to the certificate program.

Core Course List:

COMM 1150	Introduction to Public Relations	3
COMM 1369	Introduction to Health Communication	3
COMM 2235	Professional Communication	3
COMM 3150	Crisis, Disaster, and Risk Communication	3
COMM 3330	Research Methods in Communication I	3
COMM 3360	Media and Health Communication	3
COMM 3361	Interpersonal Health Communication	3
COMM 3367	Organizational Health Communication	3

COMM 3368	Advanced Health Communication	3
COMM 4360	Applied Health Communication ¹	3
Total Hours		15 18

¹ COMM 4360 may count toward the internship credit for the BA in Communication.

Tracks (Pick one of two):

Interpersonal/Organizational

Choose three courses, 9 hours, from the following:		9
COMM 2232	Effective Communication in the Organization: Tools for Leadership	
COMM 3150	Crisis, Disaster, and Risk Communication	
COMM 3369	Special Topics in Health Communication	
COMM 4035	Integrated Approaches-Public Relations, Advertising, & Promotion	
COMM 4905	Directed Readings in Health Communication	
COMM 4915	Supervised Research in Health Communication	
Total Hours		9

Mass-Mediated

Choose three courses, 9 hours, from the following:		9
COMM 3352	Mass Media in Society	
COMM 3355	Dangerous Messages	
COMM 3369	Special Topics in Health Communication	
COMM 4035	Integrated Approaches-Public Relations, Advertising, & Promotion	
COMM 4100	Communication Campaigns	

COMM-4905	Directed Readings in Health Communication	
COMM-4915	Supervised Research in Health Communication	
Total Hours		9

For more information on this certificate, please contact the Department of ~~Communication's~~ **Communication and Media's** Health Communication Certificate Coordinator.

Sign-offs from other departments affected by this proposal

None

Rationale

The Health Communication Certificate has been revised to align with the new structure of the communication program and to meet program goals more efficiently. It consolidates four health communication-oriented classes into two and provides a more specific curriculum with a clearer path to completion.