

## New Program Proposal

# Health Communication Certificate

## Health Communication Certificate

The department of Communication 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. 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.

### Core Course List:

|                    |                                     |          |
|--------------------|-------------------------------------|----------|
| COMM 1150          | Introduction To Public Relations    | 3        |
| COMM 3360          | Media & Health Communication        | 3        |
| COMM 3361          | Interpersonal Health Communication  | 3        |
| COMM 3362          | Organizational Health Communication |          |
| COMM 4360          | Applied Health Communication        |          |
| <b>Total Hours</b> |                                     | <b>9</b> |

### 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 |   |

|                    |  |          |
|--------------------|--|----------|
| COMM 3150          | Crisis, Disaster, and Risk Communication               |          |
| COMM 3369          | Special Topics in Health Communication                 |          |
| COMM 4035          | Integrated Approaches-Public Relations, Advertising, & |          |
| COMM 4905          | Directed Readings in Health Communication              |          |
| COMM 4915          | Supervised Research in Health Communication            |          |
| <b>Total Hours</b> |  | <b>9</b> |

### **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, & |          |
| COMM 4100  | Communication Campaigns                                |          |
| COMM 4905  | Directed Readings in Health Communication              |          |
| COMM 4915  | Supervised Research in Health Communication            |          |
| <b>Total Hours</b>                                 |  | <b>9</b> |

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

Sign-offs from other departments affected by this proposal

|            |                |         |            |
|------------|----------------|---------|------------|
| Department | Contact Person | Phone # | Objections |
| S006550    | Roberta Lavin  |         | No         |

## Rationale

The department of Communication 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 (e.g., how people use media to learn about health issues and how campaigns influence attitudes and behaviors); interpersonal communication (e.g., patient-provider communication and its relationship to health outcomes and the effects of social support on patients and their families); organizational communication (e.g., the effects of organizational structures on health communication processes); and culture (e.g., how intercultural communication influences health outcomes). 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. Health communication combines the study of patient-provider communication, public health campaigns for disease prevention and health promotion, media agenda-setting on specific health issues, advocacy on health care policy, and improvement of the quality of life and health for individuals and communities. Here in St. Louis, the healthcare industry is the second largest employer and is growing at a considerably fast rate, giving our students multiple options for employment upon graduation.