

# Health Communication Undergraduate Certificate

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The 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.

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 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 3368	Advanced Health Communication	3
COMM 4360	Applied Health Communication <sup>1</sup>	3
<b>Total Hours</b>		<b>18</b>

<sup>1</sup> COMM 4360 may count toward the internship credit for the BA in Communication.

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

## Learning Outcomes

Upon completion of the program, certificate earners will be able to:

- Effectively apply theory and best practices to design messages to enhance health
- Critically analyze and evaluate health strategies and messages using relevant theory and best practices
- Understand the roles of communication and other factors that contribute to and/or alleviate health issues
- Practice effective, professional communication in a variety of health-related settings