

HEALTH COMMUNICATION, CERTIFICATE (JOURNALISM AND MASS COMMUNICATIONS)

research project. Faculty members work closely with students to help them secure the practicum.

This is an 18-hour post-bachelor's program that provides students the opportunities to strengthen their knowledge in health communication content, research methods, and application. Qualified individuals can take the certificate as a stand-alone program or in conjunction with another degree.

Learning Outcomes

- Students will demonstrate the ability to translate basic theories and frameworks of health and risk communication to the development of health communication campaigns to specific target audiences.
- Students will be able to explain the principles governing the selection and access of health information materials to serve the needs of diverse lay, professional, and cultural communities.
- Students will demonstrate an ability to develop, implement, and evaluate a health communication project for a specific target audience.

Certificate Requirements (18 Hours)

Core Courses (9 Hours)

Course	Title	Credits
HPEB 711	Applied Health Communication	3
SLIS 749	Health Sciences Information Resources	3
Select one of the following:		3
JOUR 702	Communication Theory	
JOUR 803	Seminar in Mass Communication Theory and Theory Construction	
JOUR 772	Seminar in Health, Science, and the Media	
JOUR 775	Strategic Communication for Behavior and Social Change	
Total Credit Hours		9

Directed Electives (6 Hours)

Course	Title	Credits
Six directed elective hours from an approved list provided by the school, depending on the student's interests as approved by the student's faculty advisor and the associate director for graduate studies.		6
Total Credit Hours		6

Practicum (3 Hours)

Course	Title	Credits
A three-credit-hour practicum or project in the student's home department.		3
Total Credit Hours		3

Examples of practica/internships include appointments with local agencies involved with health communication, or work on an active