

HEALTH COMMUNICATION, CERTIFICATE

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

1. 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.
2. 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.
3. 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
ISCI 749	Health Sciences Information Resources	3
For students in Journalism and Mass Communication or Public Health: 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	
For students in Information Science:		3
JOUR 702	Communication Theory	
	or JOUR 803 Seminar in Mass Communication Theory and Theory Construction	

Electives or Independent Study (1-6 Hours)

For students in Journalism and Mass Communications or Public Health:

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

For students in Information Science:

Course	Title	Credits
ISCI 796	Independent Study in Library and Information Science	1-6
Total Credit Hours		1-6

Internship or Practicum (3 Hours)

For students in Journalism and Mass Communications or Public Health:

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

Note: Examples of practica/internships include appointments with local agencies involved with health communication, or work on an active research project. Faculty members work closely with students to help them secure the practicum.

For students in Information Science:

Course	Title	Credits
ISCI 794	Internship in Library and Information Science	3
Total Credit Hours		3