

# HEALTH COMMUNICATION, CERTIFICATE (JOURNALISM AND MASS COMMUNICATIONS)

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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.