

HEALTH COMMUNICATION, CERTIFICATE (LIBRARY AND INFORMATION SCIENCE)

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)

The certificate program consists of 18 credit hours of required and elective course work in a specific area of health communication.

Students must complete a minimum of 18 graduate credits, including the following:

Core Courses (9 Hours)

Course	Title	Credits
HPEB 711	Applied Health Communication	3
SLIS 749	Health Sciences Information Resources	3
JOUR 702	Communication Theory	3
or JOUR 803	Seminar in Mass Communication Theory and Theory Construction	
Total Credit Hours		9

Internship or Independent Study (3 Hours)

Course	Title	Credits
SLIS 794	Internship in Library and Information Science	3-6
SLIS 796	Independent Study in Library and Information Science	1-6
Total Credit Hours		4-12

Additional Information

Each student's program of study will be tailored according to prior course work and the student's professional objectives. Students will select elective courses from an approved list in consultation with their faculty advisors.