

HEALTH COMMUNICATION - CERTIFICATE

Students must earn a grade of B or better in each course used to meet the requirements. Students who pursue the HCC must complete all requirements prior to graduation.

This certificate provides a structured course of study and hands-on experience for students interested in health campaigns, mediated health communication, health policy and communication within healthcare organizations and provider-patient relationships.

Careers in health and communication are growing significantly faster than average, according to the Office of Occupational Outlook, Bureau of Labor Statistics. Health communication skills are becoming increasingly valuable in careers related to health and medicine, as well as in media, public relations, and strategic communication. These skills are applicable across a wide range of health and medical tasks, including provider-patient consultations, the formative research, design, implementation, and assessment of public health communication campaigns, the development of strategic communication initiatives for health organizations, and leadership in public and private sector health agendas.

Health messaging is critical for reaching a variety of audiences and includes using advocacy to influence policy, as well as mediating and shaping public conversations on health issues—both face-to-face and through traditional and new media in local and global contexts. Health communication skills are essential in profit, nonprofit, and governmental organizations.

For specific certificate requirements, students should consult the Undergraduate Studies Office of the Department of Communication and Journalism.

Details are also available on the Department of Communication and Journalism (<http://communication.tamu.edu>) website.

Program Requirements

Code	Title	Semester Credit Hours
COMM 370	Health Communication	3
COMM 483	Health Communication Practicum	0
Select two of the following:		6
COMM 450	Media Campaigns	
COMM 470	Communication in Health Care Contexts	
COMM 471	Media, Health and Medicine	
Select one of the following:		3
COMM 315	Interpersonal Communication	
COMM 320	Organizational Communication	
COMM 325	Persuasion	
COMM 330	Technology and Human Communication	
COMM 335	Intercultural Communication	
COMM 342	The Rhetoric of Gender and Health	
COMM 375	Media Audiences	
ENGL 482/	Advanced Studies in Health	
HHUM 482	Humanities	
Total Semester Credit Hours		12