

HEALTH COMMUNICATION - CERTIFICATE

Careers in Health and in Communication are growing much faster than average according to the Office of Occupational Outlook, Bureau of Labor Statistics. Health communication skills are increasingly valuable in careers related to health and medicine, as well as the media, public relations, and strategic communication. Health communication skills are applicable for a variety of health and medical career 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 related products and services; as well as leadership in public and private sector health agendas. Health messaging reaches diverse audiences and includes the use of advocacy to influence policy, as well as mediating and shaping public conversations on health issues both face-to-face and via traditional and new media in local and global arenas. Health communication skills are important for profit, nonprofit, and governmental organizations. This certificate provides a course of study and experience for students interested in health campaigns, other forms of mediated health communication, and health policy, as well as for students interested in communication in healthcare organizations and provider-patient relationships. Specific certificate requirements are available in the Undergraduate Studies Office of the Department of Communication. Details are also available on the Department of Communication (<http://communication.tamu.edu>) website.

¹ COMM 470 is a variable topic course. If taken for this requirement it must be a different topic.

Program Requirements

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.

| Code | Title | Semester Credit Hours |
|------------------------------|--|-----------------------|
| Required courses | | |
| COMM 370 | Health Communication | 3 |
| COMM 470 | Communication in Health Care Contexts | 3 |
| COMM 470 | Communication in Health Care Contexts ¹ | 3 |
| | or COMM 470 or Media, Health and Medicine | |
| COMM 483 | Health Communication Practicum | 0 |
| 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 | |
| | COMM 482 Health Humanities Senior Seminar | |
| Total Semester Credit Hours | | 12 |