

UC 11109 10F

Approved by CLASS USC

Dr. Sarah Fishman

Date

11/17/10



Memorandum

APPROVED FEB 23 2011

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TO: Dr. Sarah Fishman, Associate Dean, CLASS
FROM: Dr. Beth Olson, Director, Valenti School of Communication, ext. 3-2881
DATE: Sept. 15, 2010
RE: Proposal for changes in the Health Communication Concentration of the VSoC

Background:

The Valenti School Undergraduate Committee reviewed the requirements for the Health Communication concentration, looking at the current UH catalog and discussing revisions for both clarity and effectiveness with faculty.

During the review, faculty who teach in the concentration strongly recommended that the existing two-tracks be consolidated into one. They cited too few students, competing programs and too few faculty resources as reasons to not continue in the two-track format. They also noted they thought a single track curriculum would be more appealing to students, leading to more potential enrollments in the courses currently offered.

The following recommendations were approved by the committee and endorsed by the faculty at our fall meeting:

Action:

1. Merge the current sequences of Health Communication Delivery and Public Health Promotion into one: Health Communication.
2. Regroup the required courses and electives as follows:
Required (12 hours): COMM 2310 Writing for Print and Digital Media, COMM 3300 Health Communication, COMM 3303 Health Literacy, COMM 3340 Health Campaign Principles (a CBM033 is being submitted to change the name of this course to Health Campaigns to better reflect course content).
Required Group A electives (six hours): COMM 3301 Doctor-Patient Communication, COMM 3302 E-Health and Telemedicine, COMM 3304 Multicultural Health Communication, COMM 4335 Crisis Communication.
Required Group B electives (nine hours): COMM 3330 Relational Communication, COMM 3331 Communication in the Family, COMM 3352 Small Group Process, COMM 3353 Information and Communication Technologies I, COMM 3356 Business and Professional Communication, COMM 3376 Media Effects, COMM 4331 Persuasion, COMM 4355 Organizational Communication, ANTH 4331 Medical Anthropology, ANTH 4334 Ethnomedicine Health Care in Ethnic Cultures (note: this course is an addition to the electives list), ANTH 4384 Anthropology of HIV, ECON 3368 Economics of Health Care, ENGL 4371 Literature and Medicine, HLT 3306 Environmental Health, HLT 3381 Health Promotion and Disease Prevention; HLT 4306 Women's Health Issues;

HLT 4308 Understanding Cancer; SOC 3345 Sociology of Death and Dying, SOC 3380 Introduction to the Sociology of Health Care.

Eliminate other out-of-Valenti School classes other than those listed above: SOC 3371, SOC 3345, ANTH 3350, ANTH 4339, ANTH 4352, ANTH 4363, BIOE 1440, BIOL 1309, HIST 3306, HIST 3397.

Add ANTH 3334 to the list of approved electives in Group B.

Thank you.

If this proposal is approved, the catalog language would change to read as follows:

Concentration in Health Communication

Students in health communication will develop and acquire knowledge and skills essential to becoming more effective health care consumers and advocates as well as learn the fundamentals of health campaign planning, implementation, and evaluation. Research, theory, and practical application are combined to help students develop communication strategies associated with positive health outcomes and successful negotiation of the health care system. Students will complete coursework across a wide range of health care situations focusing on interpersonal, group, organizational, cultural, and computer-mediated levels of analysis. Students will also complete coursework across a wide range of health care contexts focusing on the role of gender, media, tailored messages, and e-health in building, delivering, and evaluating mediated health campaigns to promote health and behavior change.

Required Courses:

1. **COMM 2310, COMM 3300, COMM 3303, COMM 3340**
2. Required Electives: 6 hours from COMM 3301, COMM 3302, COMM 3304, COMM 4335
3. Required Electives: 9 hours from COMM 3330 Relational Communication, COMM 3331 Communication in the Family, COMM 3352 Small Group Process, COMM 3353 Information and Communication Technologies I, COMM 3356 Business and Professional Communication, COMM 3376 Media Effects, COMM 4331 Persuasion, COMM 4355 Organizational Communication, ANTH 4331 Medical Anthropology, ANTH 4334 Ethnomedicine Health Care in Ethnic Cultures, ANTH 4384 Anthropology of HIV, ECON 3368 Economics of Health Care, ENGL 4371 Literature and Medicine, HLT 3306 Environmental Health, HLT 3381 Health Promotion and Disease Prevention; HLT 4306 Women's Health Issues; HLT 4308 Understanding Cancer; SOC 3345 Sociology of Death and Dying, SOC 3380 Introduction to the Sociology of Health Care.