

UC 8751 OSF

APPROVED FEB 22 2006

approved 10/6/05
Shoy

Potential Undergraduate Health Communication Concentration (HCOMM)

10/10/2005

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To further develop and implement the proposed concentration below, ideally at least two new Communication tenure-track hires should be anticipated, with one being a Public Health Promotion (PHP; health campaigns) scholar [first priority] and the other a Health Care Delivery (HCD) scholar [second priority] to complement Dr. Query's expertise, which is primarily on the HCD side.

Meanwhile, current Communication (COMM) faculty members Drs. Haun, Lee, Olson, and Query, as well as Professors McCombs, McHam, and Culpepper, are teaching, can teach, and/or developing, or anticipate developing, the courses below. At the undergraduate level, HCOMM students would complete 12 hours of COMM foundation courses, 9 hours of HCOMM foundation courses, 6 hours of approved HCC electives, and 12 hours from either the HCD or PHP courses. One HCOMM foundation course and three HCOMM electives are drawn from the Medicine and Society [MED&SOC1] Minor and Women's Studies Courses [WOST]. The total credit hours required would be 39.

SOC Foundation Courses, 12 credit hours required of ALL Communication Majors

- COMM 1301 Media and Society
- COMM 1302 Communication Theory
- COMM 2300 Research Methodology
- COMM 4303 Communication Law and Ethics

HCOMM Foundation Courses, 9 credit hours required of ALL HCOMM Students

- COMM 4333 Health Communication
- COMM 4335 Crisis Communication
- HON 3301 Readings in Medicine & Society [MED&SOC1]

HCD Emphasis OR PHP Emphasis, 12 credit hours required of ALL HCOMM Students from either the HCD or PHP courses

For students focusing on HCD, 12 from the HCD list below would be required.

For students focusing on PHP, 12 hours from the PHP list below would be required.

[TBO = To Be Offered; TBD = To Be Developed; NH = New Hire; COMM 4397 is the generic designator for Special Topics Courses until successfully offered three times and approved.]

12 hrs from below

Health Care Delivery
(HCD)

12 hrs from below

Public Health Promotion

COMM 4397 Health Literacy

COMM 4397 Health Literacy

[to be offered Spring 06]
COMM 3376 Media Effects

[to be offered Spring 06]
COMM 3376 Media Effects

COMM 3331 Family Communication
OR
SOC 3371 Sociology of the Family [MED&SOC]

COMM 3372 Gender & Media

COMM 4397 Doctor—Patient Communication
[in development; TBO Spring 06]

COMM 4397 Health Campaign
Principles & Tailored Messages
[TBD by NH]

OR

COMM 3360 Principles of
Advertising

COMM 4397 Health Campaigns
[TBD by NH]

OR

COMM 4361 Advertising
Campaigns
HLT 3381 Health Promotion and
Disease Prevention

COMM 4397 Multicultural Health Communication
(Latinos/Hispanics, African & Asian Americans)
(Latinos/Hispanics, African Americans, Asian Am).
[in development; TBO Spring 06]

COMM 4397 Health Campaign
Evaluation
[TBD by NH]

COMM 4397 E-health & Telemedicine
[TBD by NH]

COMM 4397 E-health &
Telemedicine
[TBD by NH]

COMM 4397 Communication and Catastrophic
Conditions (Cancer, Alzheimer's, AIDS/HIV)
[TBO Fall 06]

OR

ANTH 4384 Anthropology of HIV [MED&SOC]
HLT 4308 Understanding Cancer [MED&SOC]
SOC 3345 Sociology of Death and Dying [MED&SOC]

HCOMM Approved Electives, 6 credit hours required of all HCOMM Students

COMM 3353 Web Technologies I

COMM 3356 Business and Professional Communication

COMM 4353 Web Technologies II, (prereq, COMM 3353 or instructor consent)

ANTH 3350 Women and Health: Anthropological Perspectives [MED&SOC]

ANTH 4331 Disease in Antiquity [MED&SOC]

ANTH 4337 Anthropology of the Life Cycle [MED&SOC]

ANTH 4339	Alcohol, Drugs, and Culture [MED&SOC]
ANTH 4352	Biomedical Anthropology [MED&SOC]
ANTH 4353	Biocultural Adaption [MED&SOC]
ANTH 4384	Anthropology of HIV [MED&SOC]
BIOE 1440	Frontiers in Biomedical Engineering [MED&SOC]
BIOL 1309	Human Genetics and Society [MED&SOC]
ECON 3368	Economics of health care [MED&SOC]
ENGL 4371	Literature and Medicine [MED&SOC]
HIST 3303	Disease, Health, and Medicine in American History [MED&SOC]
HIST 3397	History of Medicine [MED&SOC]
HLT 3306	Environmental Health [MED&SOC]
HLT 3381	Health Promotion and Disease Prevention [MED&SOC]
HLT 4306	Women's Health Issues [WOST]
HLT 4308	Understanding Cancer [MED&SOC]
INDE 4337	Human Factors, Ergonomics, and Safety [MED&SOC]
OPTO 1300	Introduction to Health Professions [MED&SOC]
PHAR 2362	Principles of Drug Action [MED&SOC]
PHIL 3354	Medical Ethics [MED&SOC]
PHIL 3351	Contemporary Moral Issues [MED&SOC]
PSYC 3331	Psychology of Women [WOST]
PSYC 4397	Psychology of Gender [WOST]
SOC 3345	Sociology of Death and Dying [MED&SOC]
SOC 3380	Introduction to the Sociology of Health Care [MED&SOC]
SOC 3397	African American Women [WOST]
SOC 3397	La Mexicana & U.S. Society [WOST]

Total Credit Hours In HCOMM = 39 hours

Tentative Catalog Copy

School of Communication

Students in good academic standing may declare communication as their major and select a concentration at any time. Students interested in the school, but uncertain about a concentration may declare themselves Communication Unspecified (COMM-UN) up to a completion of 72 hours. They then must choose a concentration. (Existing catalog content).

All undergraduate majors in the School of Communication must complete, with a GPA of at least 2.00, 12 semester hours as follows:

1.COMM: 1301, 1302, 2300, and 4303. (Existing catalog content).

Catalog material proceeding above on p. 199 and p. 200 regarding 3000-4000 level courses, pre-requisites, and graduation remains unchanged.

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 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 interested in specializing in health care delivery (HCD) issues will complete coursework across a wide range of health care situations focusing on interpersonal, group, organizational, cultural, and computer-mediated levels of analysis. Students interested in specializing in public health promotion (PHIP) will 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.

Health Communication Sequence

1. COMM 4333, 4335, and HON 3301. (Must earn a C or above in COMM 4333 before proceeding to advanced communication courses).

Health Care Delivery (HCD) Specialization

1. Select 12 hours from COMM 4397* (Health Literacy), 3376, 3331 or SOC 3371, COMM 4397* (Doctor-Patient Interaction), 4397* (Multicultural Health Communication), 4397* (E-health and Telemedicine), 4397* (Communication and Catastrophic Conditions) or ANTH 4384, HLT 4308, or SOC 3345.

OR

Public Health Promotion (PHP) Specialization

1. Select 12 hours from COMM 4397* (Health Literacy), 3376, 3372, 4397* (Health Campaign Principles & Tailored Messages) or 3360, 4397* (Health Campaigns) or 4361, 4397* (Health Campaign Evaluation), 4397* (E-health & Telemedicine)

In addition to the required courses, students must take 6 hours from the following approved electives: COMM 3353, 3356, 4353, ANTH 3350, 4331, 4337, 4339, 4352, 4353, 4384, BIOE 1440, BIOI, 1309, ECON 3368, ENGL 4371, HIST 3303, 3397, HLT 3306, 3381, 4306, 4308, INDE 4337, OPTO 1300, PHAR 2362, PHIL 3354, 3351, PSYC 3331, 4397, SOC 3345, or 3397.

* COMM 4397 is the generic Special Topics designator until a permanent course number has been assigned.