

School of Communication

101 Communications Bldg
Houston, TX 77204-3002

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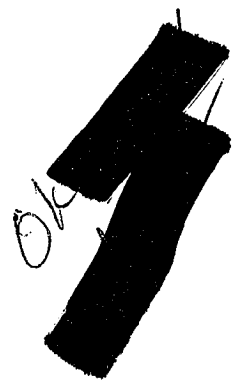
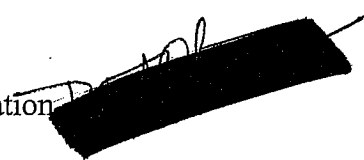
APPROVED MAR 21 2007

October 6, 2006

To: Dr. Sarah Fishman, Associate Dean
College of Liberal Arts and Social Sciences

Dr. Query

From: Beth Olson, Director
School of Communication



Subject: Health Communication Concentration

We are requesting approval to add "Health Communication Concentration" and "Minor in Health Communication Concentration" to our current catalog. In keeping with the order of all concentrations, we request that Concentration in Health Communication be placed between Concentration in Corporate Communication and Concentration in Interpersonal Communication. In addition, the Minor in Health Communication should be placed above Concentration in Journalism.

In addition, we request approval for all courses to be added accordingly (numerical order) with the current courses for the School of Communication.

Attached are the necessary documents to be added to the catalog.

Undergraduate Health Communication Minor
School of Communication
By Jim L. Query, Jr., Ph.D.

I. **To Minor in the School of Communication Concentrations**

As the 2005-2007 undergraduate studies catalog states:

“Students may minor in any of the school’s concentrations. For each concentration minor, students must complete COMM 1301 and COMM 1302, plus 12 COMM hours in the concentration, of which nine must be advanced and nine must be in residence. Students must have a 2.00 GPA for all courses attempted in the minor at the University of Houston, with a grade of at least C in each course” (University of Houston, p. 200).

II. **Health Communication Minor**

A. Required Foundation Course For All Students who Minor in Health Communication---
COMM 3300 (formerly 4333) , Health Communication (3 cr. hrs)

B. For students to minor in the Health Care Delivery (HCD) specialization

Select 9 hours from: COMM 3301 Doctor-Patient Interaction,
COMM 3302 E-health and Telemedicine
COMM 4335 Crisis Communication
COMM 3303 Health Literacy
COMM 3304 Multicultural Health Communication
COMM 3305 Communication and Catastrophic Conditions

C. For students to minor in the Public Health Promotion (PHP) Specialization

Select 9 hours from: COMM 3302 E-health and Telemedicine,
COMM 3376 Media Effects
COMM 3303 Health Literacy,
COMM 3340 Health Campaign Principles & Tailored Messages^a
COMM 3341 Health Campaigns^b
COMM 3342 Health Campaign Evaluation^c

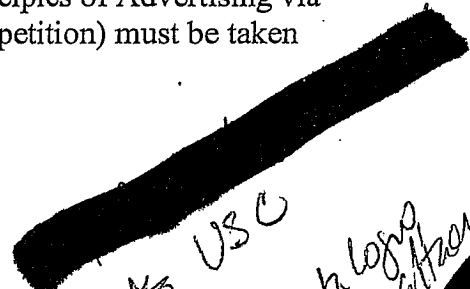

Notes

^a COMM 3360 Principles of Advertising could be substituted if necessary.

^b COMM 4361 Advertising Campaigns could be substituted if necessary.

^c Both Health Campaign Principles & Tailored Messages (or Principles of Advertising via petition) and Health Campaigns (or Advertising Campaigns via petition) must be taken before enrolling in this course.

Total Credit Hours = 18


LWS USC
see each long
page attached


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 (PHP) 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.

REQUIRED COURSES

COMM 1301	Media and Society
COMM 1302	Communication Theory
COMM 2300	Research Methods and Statistics
COMM 4303	Communication Law and Ethics
COMM 3300	Health Communication
COMM 4335	Crisis Communication
HON 3301	Readings In Medicine & Society

Select 1 concentration from:

Health Care Delivery (HCD) Sequence - Select 12 hours (4 courses) from the following:

COMM 3301	Doctor - Patient Interaction
COMM 3303	Health Literacy
COMM 3376	Media Effects
COMM 3331	Communication in the Family
COMM 3304	Multicultural Health Communication
COMM 3302	E - Health and Telemedicine
COMM 3305	Communication and Catastrophic Conditions
ANTH 4384	Anthropology of HIV
HLT 4308	Understanding Cancer
SOC 3371	Sociology of the Family
SOC 3345	Sociology of Death and Dying

OR

Public Health Promotion (PHP) Specialization - Select 12 hours (4 courses) from the following:

COMM 3302	E -Health and Telemedicine
COMM 3303	Health Literacy
COMM 3376	Media Effects
COMM 3372	Gender and Media
COMM 3340	Health Campaign Principles & Tailored Messages
COMM 3360	Principles of Advertising
COMM 3341	Health Campaigns
COMM 4361	Advertising Campaigns
COMM 3342	Health Campaign Evaluation

Required 6 Hours Electives from the following:

COMM 3353	COMM 3356	COMM 4353	ANTH 3350
ANTH 4331	ANTH 4337	ANTH 4339	ANTH 4352
ANTH 4353	ANTH 4384	BIOE 1440	BIOL 1309
ECON 3368	ENGL 4371	HIST 3303	HIST 3397
HLT 3306	HLT 3381	HLT 4306	HLT 4308



TEXAS HIGHER EDUCATION COORDINATING BOARD

Academic Affairs and Research

P.O. Box 12788 Austin, Texas 78711 • 1200 East Anderson Lane 78752

Mary E. Smith, Ph.D.
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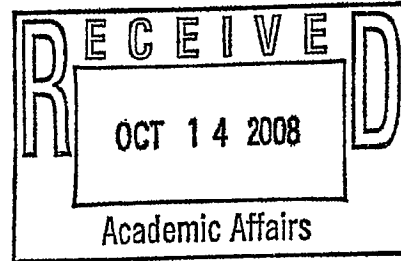
October 9, 2008

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Dr. Jerry Strickland
University of Houston
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for Academic Affairs and Provost
214 E. Cullen Bldg.
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Dear Dr. Strickland:

Web site:
<http://www.thehb.state.tx.us>

On July 17, 2008, the Bachelor of Arts (BA) degree in Health Communication was approved. It has been brought to our attention that it should have been approved as a Bachelor of Arts (BA) degree with a major in Communication and a program in Health Communication.

Enclosed is a revised Information Sheet for your reporting official.

Sincerely,

Mary E. Smith

Enclosure

c: Dr. Renu Khator
✓ Dr. David P. Bell

INFORMATION SHEET

The following information is provided in connection with recent action(s) taken by the Texas Higher Education Coordinating Board and reported to your institution in a letter from Dr. Mary E. Smith dated October 9, 2008.

ACTION: UNIVERSITY OF HOUSTON

On October 9, 2008, the Coordinating Board approved at the staff level the request from the University of Houston to create a Bachelor of Arts (BA) degree with a major in Communication and a program in Health Communication.

Administrative Unit Affected:	Academic Unit #	Action	Effective Date
School of Communication	0684	Create program	September 1, 2008
Degree Programs Affected:	CIP Code	Action	Effective Date
BA degree with a major in Communication and program in Health Communication	09.0905.00	Create program	September 1, 2008

Notes:

These changes will affect the way your institution reports courses, programs, and degrees to the Coordinating Board. Please inform the appropriate reporting personnel of these changes.

If you have any questions about this action or about your institution's program inventory, please contact:

Kevin Lemoine
Director, Academic Programs
Academic Affairs and Research Division
(512) 427-6226
E-Mail: Kevin.Lemoine@theccb.state.tx.us



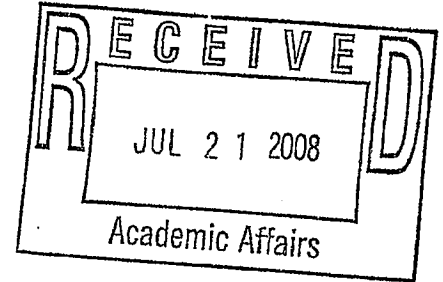
TEXAS HIGHER EDUCATION COORDINATING BOARD

Academic Affairs and Research

P.O. Box 12788 Austin, Texas 78711 • 1200 East Anderson Lane 78752

Mary E. Smith, Ph.D.
Acting Assistant Commissioner
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July 17, 2008



R. David Couch, Ed.D.
Director, Professional Programs
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Dr. David P. Bell
Assistant Vice Chancellor for Academic Affairs
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Web site:
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Dear Dr. Bell:

I am pleased to approve at the staff level, in accordance with Coordinating Board procedures, your institution's request to create a Bachelor of Arts (BA) degree with a major in Health Communication and a Master of Arts (MA) degree with a major in Communication and a program in Health Communication.

Enclosed is an Information Sheet for your reporting official showing September 1, 2008 as an implementation date.

Sincerely,

Mary E. Smith

Enclosure

c: Dr. Renu Khator, Chancellor
Dr. Kevin Lemoine
Dr. Zachariah Abungah

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