

Eastern Illinois University The Keep

Curriculum Programs

Communication Studies


2017

Health Communication curriculum

Communication Studies

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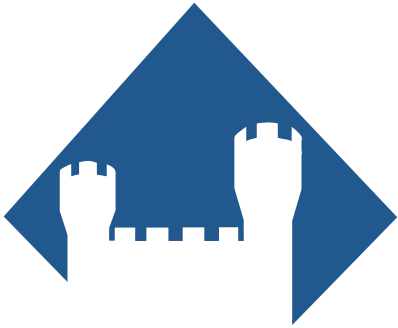
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HEALTH COMMUNICATION

DEPARTMENTS OF COMMUNICATION STUDIES & HEALTH PROMOTION
AT EASTERN ILLINOIS UNIVERSITY

THE HEALTH COMMUNICATION MAJOR PREPARES STUDENTS TO COMMUNICATE AND PROMOTE POSITIVE HEALTH BEHAVIORS IN PROFESSIONAL HEALTH CARE SETTINGS AND IN HEALTH ADVOCACY.

Our students learn to design, evaluate, and implement health communication programs in a variety of professional settings. We take an interdisciplinary approach by emphasizing the intersection of strategic communication and health promotion as the foundation for educating individuals and creating healthier communities.

The U.S. Department of Health and Human Services sees health communication as fundamental to all health-related occupations. According to the US Bureau of Labor Statistics, 20 of the 30 fastest growing occupations are related to healthcare and health education. A sample of job titles is listed below.

- Patient/ Victims Advocate
- Patient Services Coordinator
- Healthcare Marketing/ PR specialist
- Director of Employee Health & Wellness programs
- Human Resources Benefits Coordinator
- Health Educator
- Occupational Health Program Manager
- Hospital/ Practice Administrator
- Health Promotion Specialist
- Community Outreach Coordinator
- Lobbyist
- Social Worker
- Pharmaceutical Salesperson
- Positions in government and social service agencies

With advanced/ additional degrees, health communication provides an excellent basis for careers in:

- Medicine
- Nursing
- Health Care Law
- Research
- Counseling

REQUIRED COURSES: 47 HRS

CMN 3000 Communication Research Methods
OR

HST 2800 Health Education Research Methods I
(*HST 2270 and ENG 1002G prerequisites*)

CMN 2040 Argumentation and Critical Thinking

CMN 2630 Introduction to Interpersonal Communication

CMN 3100 Persuasion

CMN 3710 Intercultural Communication

HCM 2910 Introduction to Health Communication

HCM 3910 Communication in Health Professions

HCM 4910 Applied Health Communication

HCM 4950 [A, B, D] Special Topics in Health Communication

HST 2270 Community Health

HST 2700 Marketing Concepts for Health Promotion Professionals (*grade of "C" or better in HST 2270 or concurrent enrollment prerequisite*)

HST 3700 Community Health Behavior Methods
(*ENG 1002G, HST 2270, HST 2800 prerequisites*)

HST 3750 Health Care Delivery Systems
(*ENG 1002G and HST 2270 prerequisite*)

CMN 42751 Internship I
(*12 hours of CMN courses, permission of internship director, acceptance by firm, and a cumulative 2.75 G.P.A., or 3.0 within the major prerequisites*)

OR

HST 42751-42759 Internship
(*HST 3700, HST 4250, and approval of the department chair prerequisites*)

HEALTH COMMUNICATION ELECTIVES: 12 HRS

Students will complete one of the following elective groups by selecting 12 hrs of coursework from that elective group. Please see the back of this document for elective classes.

TOTAL MAJOR HOURS: 59 HRS

DEPARTMENT OF COMMUNICATION STUDIES

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HEALTH COMMUNICATION @ EIU

ELECTIVE COURSES: 12 SEMESTER HOURS

Students must complete one elective group of their choice.

PROFESSIONAL COMMUNICATION

- CMN 2650 Introduction to Organizational Communication
- CMN 3650 Case Studies in Organizational Communication (*CMN 2650 prerequisite*)
- CMN 2990 Introduction to Rhetorical Studies
- CMN 3660 Communication and Conflict Management
- CMN 3903 Communication of Gender and the Body
- CMN 3640 Advanced Interpersonal Communication (*CMN 2630 prerequisite*)
- CMN 4765 Communicating in Families (*CMN 2010, 2040, 3000 and 3030 with a grade of "C" or better prerequisite*)
- HST 2900 Human Diseases (*HST 2000 prerequisite*)
- HST 3500 Human Sexuality (*Junior status or above prerequisite*)
- HST 3560 Women's Health (*ENG 1002G and junior status or above prerequisite*)
- HST 3765 Principles of Epidemiology (*HST 2270 prerequisite*)
- HST 4800 Drugs and Society
- HST 4830 Perspectives on Health and Humor
- HST 4890 Health and Aging

COMMUNITY OUTREACH

- CMN 2650 Introduction to Organizational Communication
- CMN 2920 Introduction to Public Relations
- CMN 2990 Introduction to Rhetorical Studies
- CMN 3640 Advanced Interpersonal Communication (*CMN 2630 prerequisite*)
- CMN 3660 Communication and Conflict Management
- CMN 3920 Public Relations in Society
- CMN 3950 Conference and Event Planning (*CMN 2650 prerequisite*)
- CMN 3960 Advocacy and Message Design (*CMN 2920 prerequisite*)
- HST 2200G Health Citizenship
- HST 3100 Disasters and Public Health: Planning and Response
- HST 3300 Mitigation of Unintentional Injuries
- HST 4770 Health Services Administration (*ENG 1002G, HST 2270, HST 3700, HST 3750 and Senior class status prerequisites*)
- HST 4800 Drugs and Society
- HST 4890 Health and Aging

Note: Students must earn a C or better in major courses.

Students must enroll in a minimum total of 8 semester hours of internship.