

B.S. in Health Communication**Departments of Communication Studies and Health Promotion****Revised Curriculum Proposal****EFFECTIVE DATE: Fall 2018**

Rationale: The Departments of Communication Studies and Health Promotion propose the addition of several electives to the HCM major. The additional electives allow students greater flexibility in finding courses that meet their interests and career goals. These additional courses will also ensure flexibility in online offerings. Additionally, we propose eliminating the two separate groups of electives, combining all electives into a single list from which 12 hours must be selected. We have found that the elective groups artificially and unnecessarily divided electives when, in fact, all the elective courses can be equally relevant to any career path in the major. This change will also facilitate more choice and flexibility for students.

Lastly, we propose adding a prior learning assessment (PLA). The HCM major, both on-campus and online, is ideal for working professionals. These students will enter our program with professional training and experience that is comparable to what is provided in some of our courses, but is not able to be transcribed in a useable way at EIU. PLA allows a mechanism by which such training can be evaluated, and if it is comparable to the student learning outcomes for particular courses, course credit would be awarded.

The Department of Health Promotion has proposed PLA language for their Community Health and Emergency Management and Disaster Preparedness Options. We'd like to maintain the same PLA language for the HCM major since the major is shared between Communication Studies and Health Promotion. The Department of Health Promotion has found through conversations with prospective students currently employed in health-related professions that a significant reason they had not completed a bachelor's degree was because they feared having to take (and pay for) coursework that duplicates their professional training. These same individuals indicated that having PLA as an option removed that final barrier to returning to school.

The Departments of Communications Studies and Health Promotion request that the following language be added to the catalog description for the B.S. in Health Communication:

Students may earn up to 12 s.h. of course credit in the major through Prior Learning Assessment (PLA). PLA evaluates the college-level knowledge and skills an individual has gained outside of the classroom, and determines if and how the knowledge and skills acquired translates to specific college-level courses. PLA awards credit for LEARNING, not just for experience or time "on the job". Students who wish to earn course credit through PLA must consult with the academic advisor for their academic program, and follow the Health Communication major's approved process.

REQUIRED COURSES: 47 HRS

- CMN 3000 Communication Research Methods
OR
HST 2800: Health Education Research Methods I
- 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
- HST 3700: Community Health Behavior Methods
- HST 3750: Health Care Delivery Systems
- CMN 42751: Internship I
OR
HST 42751-42759: Internship

ELECTIVES: 12 HRS

Students will ~~complete one of the following elective groups by selecting~~ 12 hrs of coursework ~~in consultation with the Health Communication advisor. from that elective group.~~

~~ELECTIVE GROUPS: 12 hrs from one of the following groups.~~

- CMN 2010: Introduction to Communication Theory
- CMN 2650: Introduction to Organizational Communication
- CMN 2920: Introduction to Public Relations
- CMN 2990: Introduction to Rhetorical Studies
- CMN 3030: Applied Communication
- CMN 3650: Case Studies in Organizational Communication
- CMN 3640: Advanced Interpersonal Communication
- CMN 3660: Communication and Conflict Management
- CMN 3903: Communication of Gender and the Body
- CMN 3920: Public Relations in Society
- CMN 3940: Advertising Theory and Practice
- CMN 3950: Conference and Event Planning
- CMN 3960: Advocacy and Message Design
- CMN 3988: Communication and Professional Development
- CMN 4720: Workplace Relationships

- CMN 4765: Communicating in Families
- HST 2200G: Health Citizenship
- HST 2900: Human Diseases
- HST 3100: Disasters and Public Health: Planning and Response
- HST 3300: Mitigation of Unintentional Injuries
- HST 3500: Human Sexuality
- HST 3560G: Women's Health
- HST 3765: Principles of Epidemiology
- HST 4770: Health Services Administration
- HST 4800: Drugs and Society
- HST 4830: Perspectives on Health and Humor
- HST 4890: Health and Aging

TOTAL REQUIRED HOURS: 59

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~~

Approved by the Department of CMN: 2/12/18

Approved by the Department of HPR: 2/13/18

Approved by CEPS CCC:

Approved by CAH CCC:

Approved by CAA: