

Online Degree Completion Program
BS in Health Communication
Departments of Communication Studies and Health Promotion
At Eastern Illinois University

The departments of Communication Studies and Health Promotion are proposing a new online degree completion option for the Health Communication major. This option addresses the increased interest in and need for online programs and helps satisfy the recommendations of vitalization working group 8. It is designed to meet the needs of place-bound and nontraditional students, including working adults who want to finish their Bachelor's degree with the aim of career advancement. This program will be especially attractive to individuals working in the healthcare industry, many of whom receive employer-funded support for continuing their education. Because of the uniqueness of the Health Communication major (this is the only health communication undergraduate major in the state of Illinois and one of only four in the country), we believe an online degree completion program will be highly sought-after.

The program is similar to the on-campus BS in Health Communication but CMN and HST courses not offered online have been removed from the list of electives. The clusters of electives in the on-campus major have been combined to create a single list of electives from which online students may choose. This increases flexibility and accessibility to sufficient numbers of electives each semester (see attached course rotation). The internship requirement has been removed out of consideration for the option's intended population, as most students will already have employment and internships will be less feasible and less necessary. The only deviation from the on-campus program's list of required courses is the replacement of two 2000-level courses with upper division courses to help ensure that online students will be able to meet the 40-hour upper division requirement.

The intended start date for this program is Fall 2018.

Date approved by the department or school: CMN: 10/17/17 HPR: 10/31/17
Date approved by the college curriculum committee: CAHCC: 10/25/17
Date approved by the Honors Council (*if this is an honors course*):
Date approved by CAA: CGS:

PROGRAM DESCRIPTION:

The Health Communication online degree completion option 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 and more vibrant communities. The degree completion program option is designed for online delivery to meet the needs of place-bound students, including working adults who want to finish their Bachelor's degree with the aim of career advancement.

REQUIRED COURSES: 39 HRS

- CMN 3000 Communication Research Methods
OR
HST 3800: Health Education Research Methods I (HST 2270 and ENG 1002G prerequisites)
- CMN 2630: Introduction to Interpersonal Communication
- CMN 3100: Persuasion
- CMN 3660: Communication and Conflict Management
- 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 3700: Health Behavior Change Theory (ENG 1002G, HST 2270 prerequisites)
- HST 3750: Health Care Delivery Systems (ENG 1002G and HST 2270 prerequisite)
- HST 4250: Planning Health Programs

ELECTIVES: 15 HRS

Students will complete 15 hrs of electives in consultation with an advisor.

- CMN 2010: Introduction to Communication Theories
- CMN 2650: Introduction to Organizational Communication
- CMN 2920: Introduction to Public Relations
- CMN 3030: Applied Communication
- CMN 3470: Small Group Communication
- CMN 3650: Case Studies in Organizational Communication (CMN 2650 prerequisite)
- CMN 3940: Advertising Theory and Practice
- CMN 3960: PR Writing and Production (CMN 2920 prerequisite)

- CMN 3988: Communication and Professional Development
- CMN 4720: Workplace Relationships
- CMN 4765: Communicating in Families
- CMN 42751: Internship I. Credits 1-12 (See Footnote *)
- OR
- HST 42751-42759: Internship. Credits: 1-9 (See Footnote *)
- HST 2200G: Health Citizenship
- HST 2700: Marketing Concepts for Health Promotion Professionals (HST 2270 or concurrent enrollment prerequisite)
- HST 2900: Human Diseases (HST 2000 prerequisite)
- HST 3300: Mitigation of Unintentional Injuries
- 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 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

TOTAL REQUIRED HOURS: 54 HRS

Footnote:

*Students may enroll in a maximum total of 6 semester hours of internship for elective credit in the major.

PROJECTED COURSE ROTATION

Fall 18	Spring 19	Summer 19	Fall 19
Required courses:	Required courses:	Required courses:	Required Courses:
HCM 3910	HCM 2910	CMN 3000	HCM 3910
HCM 4910	HCM 4910	CMN 3100	HCM 4910
CMN 3100	CMN 2630	HST 2270	HCM 4950
CMN 3710	CMN 3100		CMN 3100
HST 2270	CMN 3660		CMN 3710
HST 3750			HST 2270
HST 4250			HST 3700
Electives:	Electives:	Electives:	Electives:
CMN 2010	CMN 2010	CMN 2010	CMN 2010
CMN 2650	CMN 3470	CMN 3030	CMN 2650
CMN 3650	CMN 4720	HST 2200G	CMN 3650
CMN 3988	CMN 4765	HST 3300	CMN 3988
CMN 3940	HST 2700	HST 3500	CMN 3940
HST 2200G	HST 3300	HST 3560	HST 3300
HST 3300	HST 3500	HST 4800	HST 3500
HST 3500	HST 4770	HST 4890	HST 3560
HST 4800	HST 4800		HST 3765
HST 4890	HST 4890		HST 4800
			HST 4890