



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 and more vibrant 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. It is impossible to list all of the career opportunities that stem from an BS in Health Communication. A small 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
- Nonprofit Manager
- Program Analyst
- 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

DEPARTMENT OF COMMUNICATION STUDIES
BUZZARD HALL 2418
600 LINCOLN AVE CHARLESTON, IL 61920
217-581-6003
COMMSTUDIES@EIU.EDU



HEALTH COMMUNICATION @ EIU

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

HEALTH COMMUNICATION ELECTIVES: 12 HRS

Students will select 12 hrs of coursework in consultation with the Health Communication advisor.

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 Promotional Communication
CMN 3640 Advanced Interpersonal Communication
CMN 3650 Case Studies in Organizational 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 3100 Disasters and Public Health: Planning and Response
HST 3500 Human Sexuality
HST 3560 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

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.