



HEALTH COMMUNICATION

BACHELOR OF SCIENCE

SCHOOL OF COMMUNICATION & JOURNALISM/

DEPARTMENT OF HEALTH PROMOTION

The Health Communication major prepares students to communicate and promote positive health behaviors in professional health care settings and in health advocacy. 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.

WHAT CAREERS CAN I PURSUE WITH A HEALTH COMMUNICATION DEGREE?

The U.S. Department of Health and Human Services sees health communication as fundamental to all health-related occupations. According to the U.S. Bureau of Labor Statistics, 20 of the 30 fastest growing occupations are related to health care and health education. Some common job opportunities for graduates are:

- Patient/victims advocate
- Patient services coordinator
- Health care 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 & social service agencies

REQUIRED COURSES: 47 HRS

HCM 2910 - Introduction to Health Communication
HCM 3910 - Communication in Health Professions
HCM 4910 - Applied Health Communication
HCM 4950 - Special Topics in Health Communication
PUBH 2800 - Health Education Research Methods I

OR

CMN 3000 - Communication Research Methods
CMN 2040 - Argumentation & Critical Thinking
CMN 2630 - Introduction to Interpersonal Communication
CMN 3100 - Persuasion
CMN 3710 - Intercultural Communication
PUBH 2270 - Community Health
PUBH 2700 - Marketing Concepts for Health Promotion Professionals

PUBH 3700 - Community Health Behavior Methods
PUBH 3750 - Health Care Delivery Systems
PUBH 4275 - Internship

OR

CMN 4275 - Internship

OPTION ELECTIVES: 12 HRS

Students will select 12 hours of coursework in consultation with the Health Communication Advisor. See back for approved elective list.

TOTAL REQUIRED HOURS: 59 HRS

SCHOOL OF COMMUNICATION & JOURNALISM

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HEALTH COMMUNICATION ELECTIVES

CMN 2010 - Introduction to Communication Theories
CMN 2650 - Introduction to Organizational Communication
CMN 2920 - Introduction to Public Relations
CMN 2990 - Introduction to Rhetorical Studies
CMN 3030 - Promotional Communication
CMN 3650 - Case Studies in Organizational Communication
CMN 3640 - Advanced Interpersonal Communication
CMN 3660 - Communication and Conflict Management
CMN 3903 - Rhetoric of Gender and Sexuality
CMN 3920 - Public Relations in Society
CMN 3940 - Advertising: Theory and Practice
CMN 3950 - Conferences and Event Planning
CMN 3960 - Public Relations Writing and Production
CMN 3980 - Strategic Social Media Communication
CMN 4720 - Workplace Relationships
CMN 4765 - Communication in Families
PUBH 2200 - Health Citizenship
PUBH 2900 - Human Diseases
PUBH 3100 - Disasters and Public Health: Planning and Response
PUBH 3300 - Mitigation of Unintentional Injuries
PUBH 3500 - Human Sexuality
PUBH 3560 - Women's Health
PUBH 3765 - Principles of Epidemiology
PUBH 4770 - Health Services Administration
PUBH 4800 - Drugs and Society
PUBH 4830 - Perspectives on Health and Humor
PUBH 4890 - Health and Aging

