

HEALTH COMMUNICATION, B.A.

Program Learning Outcomes

Students who complete the Health Communication program will be able to:

1. Understand what health communication is through a critical analysis of related contemporary research.
2. Gain an understanding of the models, theories, and practices utilized in health communication research.
3. Learn to develop, implement, and evaluate strategic health communication campaigns across diverse contexts.
4. Examine the role strategic health communication plays in addressing real world health problems across a variety of contexts students may be working in once the graduate.
5. Display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.

Code	Title	Units
Required Courses		
BST 3004 (B,C,J,L, Biblical Perspectives (GE)		4
CDM 3000	Social Media Content Creation and Engagement	3
CMT 1010	Foundations in Communication (GE)	3
CMT 2000	Media and Society	3
CMT 2065	Investigating Communication	3
CMT 2100	Introduction to Health Communication	3
CMT 3030	Persuasion	3
CMT 3045	Communicating Leadership	3
CMT 3080	Strategic Communication	3
CMT 3100	Theories of Health Communication	3
CMT 3105	Health Communication and Culture	3
CMT 3106	Health Communication Campaigns	3
CMT 4040	Advanced Strategic Communication	3
CMT 4105	Interpersonal and Family Health Communication	3
CMT 4110	Mediated Health Communication	3
Total Units		46