



Certificate in Health Communication

Interested in provider-patient relationships, patient advocacy, health campaigns, non-profits, health public policy, health advocacy

Careers in Health and in Communication are growing much faster than average according to the Office of Occupational Outlook, Bureau of Labor Statistics. Health communication skills are increasingly valuable in careers related to health and medicine, as well as the media, public relations, and strategic communication. Health communication skills are applicable for a variety of health and medical career tasks including provider-patient consultations; the formative research, design, implementation, and assessment of public health communication campaigns; the development of strategic communication initiatives for health organizations and related products and services; as well as leadership in public and private sector health agendas. Health messaging reaches diverse audiences and includes the use of advocacy to influence policy, as well as mediating and shaping public conversations on health issues both face-to-face and via traditional and new media in local and global arenas. Health communication skills are important for profit, nonprofit, and governmental organizations.

This Health Communication Certificate (HCC) contains a choice of two tracks to prepare students to contribute in these arenas.

- ❖ One track provides a path of study for students interested in communication in healthcare organizations and provider-patient relationships.
- ❖ The other track provides a path of study for students interested in health campaigns, other forms of mediated health communication, and health policy.

Each HCC holder will

1. Complete a minimum of 18 credit hours in these designated courses
2. Complete a significant pre-approved service-learning component.
3. Earn a grade of “B” or better in each course used to meet the requirements.
4. Complete all requirements prior to graduation.
5. Apply for certification during the first month of the semester in which application is made for graduation.

Required Courses for Certificate-choose these 9 hours:	Semester	Grade
COMM 370-Health Communication		
COMM 470-Communication in Healthcare Contexts		
COMM 470-(variable topic) or 471-Media, Health and Medicine		
Required Service Learning (credit bearing is optional but does not count toward the 18 hrs.)		
Choose one (1) of the following tracks:		
❖ Prescribed Elective Courses for Track I Patient-Provider/Organizations choose 9 hours from:		
COMM 315-Interpersonal Communication		
COMM 320-Organizational Communication		
COMM 324-Communication Leadership and Conflict Management or COMM 335-Intercultural Communication or COMM 443-Communication and Conflict Management or COMM 447-Communication, Group Processes and Collaboration		
Other courses pre-approved in consultation with Undergraduate Director		
❖ Prescribed Elective Courses for Track II Health Campaign/Policy choose 9 hours from:		
COMM 375-Media Audiences		
COMM 450-Media Campaigns		
COMM 325-Persuasion		
COMM 330-Communication and Technology		
Other courses pre-approved in consultation with Undergraduate Director		

*Students are encouraged to begin this certificate during the sophomore year so as to avoid taking extra coursework. Students will **not be approved for the certificate if it will increase the time toward graduation.***

Successful completion of the HCC certificate will be indicated on the student’s transcript. Each HCC holder will also receive a program certificate upon graduation from Texas A&M University.

→I have read this document and understand that the completion of these requirements is my responsibility.

Student's name _____ UIN _____

Student's cell phone number _____

Signature _____ Date _____

Receipt of this document acknowledged by:

Nancy J. Street, Director, Undergraduate Program-Communication

Date