What is Health Communication and Public Relations?

Health communication’s goal is to promote public health and improve quality of life. Practitioners focus primarily on disseminating information to the public that has an overall impact on health and wellbeing.

Health communication specialists help people and communities understand topics such as medical treatment, health lifestyle choices, disease prevention and new product development.

Health communication is critical in today’s fast-changing healthcare landscape. The popularity of health websites, social media and mobile apps has expanded channels for communication about health issues.

LEARN MORE ABOUT THIS INTERDISCIPLINARY GRADUATE CERTIFICATE

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FOR MORE INFORMATION, VISIT
shsu.edu/go/healthcomm-pr

DEADLINES FOR APPLICATIONS
Fall 2017 enrollment: August 1, 2017
Spring 2018 enrollment: December 1, 2017

GRADUATE CERTIFICATE PROGRAM
shsu.edu/go/healthcomm-pr

SPONSORED BY THE DEPARTMENTS OF:
MASS COMMUNICATION, POPULATION
HEALTH AND SOCIOLOGY
SAM HOUSTON STATE UNIVERSITY
MEMBER THE TEXAS STATE UNIVERSITY SYSTEM
Certificate Requirements

Five graduate courses, or 15 semester credit hours, are required. The certificate can be completed on a part-time basis in one year.

The certificate program can be taken fully online, although some courses are also offered face-to-face. Students can begin the program in the fall or spring.

Program Description

This interdisciplinary certificate program is aimed primarily at post-baccalaureate students interested in developing expertise in health-related communication as it applies in both academic and non-academic settings. The certificate is a collaboration of the departments of Mass Communication, Population Health and Sociology.

**UPON COMPLETION OF THE CERTIFICATE PROGRAM, STUDENTS WILL BE ABLE TO:**

- Assess the impact of health messages and campaigns on individuals and populations
- Apply principles and theories of health communication to practice and research
- Design health messages and campaigns that are effective in changing health-related behaviors
- Use both traditional and new media to help influence public policy and educate the public about various health and wellness issues
- Analyze current programs and interventions to determine how health communication efforts could be changed for better results

Career Opportunities

Health communication specialists work in local and state health departments, hospitals, PR firms, pharmaceutical companies, government agencies and nonprofit organizations.

The outlook for job growth is very strong. The PR Council for public relations firms in the U.S. says healthcare is one of PR's biggest growth areas.

The Association of Schools of Public Health also estimates more than 250,000 additional public health professionals will be needed by 2020.

The U.S. Bureau of Labor Statistics expects the number of jobs to increase 21% for health educators and 12% for PR specialists by 2022.

CAREERS IN HEALTH COMMUNICATION AND PUBLIC RELATIONS INCLUDE:

- Communications Specialist
- Public Health Journalist
- Marketing Program Manager
- Medical Writer
- Health Education Specialist
- Health Educator
- Public Relations Specialist

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**REQUIRED GENERAL CORE COURSES**

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<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>MCOM 5314</td>
<td>Strategic PR &amp; Advertising for Healthcare</td>
</tr>
<tr>
<td>HLTH 5360</td>
<td>Communication Theory &amp; Practice for Community Educators</td>
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**ELECTIVES (Choose 2)**

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<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>MCOM 5324</td>
<td>Social Marketing</td>
</tr>
<tr>
<td>MCOM 5330</td>
<td>Advanced Digital Writing</td>
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<tr>
<td>MCOM 5350</td>
<td>Special Topic</td>
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<td>MCOM 6360</td>
<td>Mass Communication Research Methods</td>
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<tr>
<td>HLTH 5332</td>
<td>Human Ecology</td>
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<tr>
<td>HLTH 5338</td>
<td>Colloquium in Consumer Health Education</td>
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<tr>
<td>HLTH 5331</td>
<td>Foundations of Community Health</td>
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<tr>
<td>SOCI 5322</td>
<td>Seminar in Medical Sociology</td>
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**REQUIRED CAPSTONE COURSE**

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<tr>
<th>Course Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>MCOM 6354</td>
<td>Virtual Internship</td>
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