

## Bachelor of Science (BS)

# Health Communication

The National Communication Association defines Health Communication as the “study of communication as it relates to health professionals and health education, including the study of provider-client interaction, as well as the diffusion of health information through public health campaigns.” The Center for Disease Control and Prevention states that it is “a transdisciplinary field that is integral to a variety of other fields, including public health, healthcare, global health, and community development. Health communication is the field of theory, research, and practice which studies and uses communication strategies, methods, programs, and interventions as a means to inform and influence individual and community decisions that enhance health.” Health communication is one of the most rapidly growing and exciting areas in the healthcare field. Southeast’s Department of Communication is excited to offer this new interdisciplinary major.

### Health Communication students will...

- Interact with highly-trained faculty up-to-date with the latest developments in this content area
- Enjoy small class sizes and individual attention
- Develop the theoretical knowledge base, as well as the practical skills, to adapt to many different careers.

### Career Planning

Career preparation is part of the mission of Southeast. 100% of programs offer our students an internship, study-abroad program, clinical opportunity, student teaching or research internship.

In 2008, the U.S. Bureau of Labor Statistics (BLS) reported wage and salary employment in the healthcare industry was projected to grow 22 percent between 2006 and 2016. That translates into about 3 million new jobs—nearly 20 percent of the total number of jobs expected to be added to the economy over the projection’s decade. While many of these jobs are for practitioners, nurses and allied health professionals, many others have duties that do not include hands-on patient care. These jobs can be filled by people with degrees in health communication. The recent passage of the Patient Protection and Affordable Care Act, as well as the aging Baby Boomer population, will result in increased need for effective health communication specialists and ensures continued job growth in this field.

The Office of Career Services in Academic Hall 057 can provide students with professional career counseling and coaching, resume critiques, practice interviews, job search strategies, career events, networking opportunities, and more.

Demonstrated Career Proficiency is a Requirement of all Southeast Students		
CL001	First Semester	Students connect academic career planning by completing an online career assessment
CL002	Second Semester	Students learn more about resources available to enhance academic and career planning
CL003	Junior Year	Students learn about continued career planning, job search strategies, and networking
CL004	Senior Year	Students learn about resume development, professional communication, interviewing, and transitioning to the first job from college

### Projected Health Communication Employment Opportunities:

- Communication consultant for healthcare providers
- Director of operations
- Healthcare public relations and marketing
- Health internet website designer
- Healthcare human resource manager
- Nonprofit organization and social services management
- Patient and family advocate
- Patient educator
- Healthcare navigator
- Pharmaceutical salesperson
- Public health campaign designer and evaluator
- Healthcare training specialist

### Projected Health Communication Internship Opportunities:

- Saint Francis Medical Center
- Southeast HEALTH
- Numerous private practices and not-for-profit organizations

Southeast health communication students will have a number of internship opportunities due to Cape Girardeau, Missouri, being the largest medical hub between St. Louis, Missouri and Memphis, Tennessee.

**To learn more**  
Office of Admissions  
(573) 651-2590  
admissions@semo.edu  
www.semo.edu

**To explore**  
the College of Liberal Arts  
online, visit  
www.semo.edu/liberalarts

**For advising**  
Center for Academic Advising - South  
(573) 651-2007  
www.semo.edu/advising  
advisingsouth@semo.edu

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This is a guide based on the 2017-2018 Undergraduate Bulletin and is subject to change. The time it takes to earn a degree will vary based on several factors such as dual enrollment, remediation, and summer enrollment. Students will meet with an academic advisor each semester and use DegreeWorks to monitor their individual progress.

### CURRICULUM CHECKLIST

#### Core Courses – 36 Hours Required – Minor required

- \_\_\_ HA300 Management of Healthcare (3)
- \_\_\_ HA585 Healthcare Marketing (3)
- \_\_\_ HL113 Medical Terminology (3)
- \_\_\_ HL320 Community Health (3)
- \_\_\_ HL4xx General Principles of Health Promotion (3)\*  
OR
- \_\_\_ UI 354 Lifestyle Enhancement (3)\*
- \_\_\_ PY555 Health Psychology (3)
- \_\_\_ SC001 Exit Interview (0)
- \_\_\_ SC215 Intercultural Communication (3)
- \_\_\_ SC301 Foundations of Health Communication (3)
- \_\_\_ SC335 Interviewing: Principles and Practices (3)
- \_\_\_ SC320 Group Communication and Decision Making  
OR
- \_\_\_ SC510 Leadership and Team Building (3)
- \_\_\_ SC483 Internship in Communication Studies (3)
- \_\_\_ SC560 Organizational Communication  
OR
- \_\_\_ UI425 Persuasion (3)

#### Required Support Courses

Some courses fulfill University Studies requirements.

- \_\_\_ CF124 Children's Health, Nutrition and Safety  
OR
- \_\_\_ FN235 Nutrition for Health (3)
- \_\_\_ EN140 Rhetoric & Critical Thinking (3)
- \_\_\_ HL120 Health Perspectives (3)
- \_\_\_ MC101 Mass Communication and Society (3)
- \_\_\_ SC105 Fundamentals of Oral Communication  
OR
- \_\_\_ SC155 Interpersonal Communication (3)
- \_\_\_ UI345 Nonverbal Communication (3)
- \_\_\_ UI352 Medical Ethics (3)
- \_\_\_ UI412 American Healthcare Systems and Issues (3)

\*Students with a strong science background could substitute HL432 Health Promotion Programs with instructor consent.

#### Suggested Electives:

SC200 Advanced Public Speaking; SC314 Argumentation and Problem Solving  
SC355 Relational Communication; SC360 Experiential Projects in Communication;  
SC330 Corporate Communication; MC310 Advertising Communication Strategies;  
MC312 Advertising Creative Concepts

#### University Studies Requirements (not already listed above):

UI100 First Year Seminar, EN100 English Composition, Artistic Expression, Literary Expression, Living Systems (if not chosen above), Logical Systems, Physical Systems, Development of a Major Civilization, Economic Systems and Political Systems

#### Minor Required

Consider choosing from the following:

- |                                    |                                     |
|------------------------------------|-------------------------------------|
| Autism Studies                     | Marketing (Marketing Management)    |
| Business Administration            | Mass Communication (Advertising)    |
| Child Development                  | Nutrition                           |
| Family Studies                     | Psychology (All Options)            |
| Gerontology                        | Public Administration               |
| Health Management Entrepreneurship | Religion                            |
| Health Promotion                   | Social Rehabilitation and Treatment |
| Human Resource Management          | Spanish                             |
| Information Systems                | Substance Abuse Prevention          |

### SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
<b>FIRST YEAR</b>	UI100	3	CF124 or FN235	3
	EN100	3	EN140	3
	HL120	3	MC101	3
	SC105 or SC155	3	Develop of a Major Civ	3
	Artistic Expression	3	Political Systems	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	
<b>SECOND YEAR</b>	HL113	3	SC301	3
	SC215	3	Living Systems (if FN235 is not taken) or Elective	3
	Literary Expression	3	Economic Systems	3
	Physical Systems	3	Logical Systems	3
	Elective	3	Minor Course	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	
<i>(consider taking a summer or wintersetion course)</i>				
<b>THIRD YEAR</b>	HA300	3	HL4xx or UI354	3
	HL320	3	SC320 or SC510	3
	SC335	3	UI345	3
	Minor Course	3	Minor Course	3
	Elective	3	Elective	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	
<b>FOURTH YEAR</b>	SC560 or UI425	3	HA585	3
	UI352	3	PY555	3
	UI412	3	SC001	0
	Minor Course	3	SC483	3
	Elective	3	Minor Course	3
			Elective	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	

**Degree requirements for all students:** a minimum of 120 credit hours, completion of University Studies program, completion of 39 senior division hours (300-599), career proficiencies (CL001-004), Writing Proficiency Exam (WP003), and completion of the Measure of Academic Proficiency and Progress (MAPP) at the senior level. Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements for your program.

If you have dual credit or transfer credit, please visit our transfer course equivalencies guide at [semo.edu/transfercredit](http://semo.edu/transfercredit).

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