Health Communication

Bachelor of Science (BS)

Health communication is one of the most rapidly growing and exciting areas in the healthcare field. 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." Southeast's Communication Studies' program is excited to offer this interdisciplinary major.

Becoming Career Ready...

Highly-trained, highly active faculty interact with students to teach in state-of-the-art facilities in Academic Hall, examining the latest developments in this content area.

Health Communication graduates work in the insurance industry, hospital settings, private medical practices, media and literacy campaigns and in employee wellness. Examples of job titles include technical medical writer, public health journalist, public health information officer, public relations specialist and patient and family advocate.

Students are engaged throughout the health communication curriculum to develop theoretical knowledge base, as well as practical skills, to pursue various career trajectories.

100% of Southeast programs offer real-world experience. Health communication students earn this experience through a required 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 Affordable Care Act will result in increased need for effective health communication specialists and ensures continued job growth in this field.

The path to a successful career starts with you! You can maximize your career development by working closely with Career Services and Southeast faculty—they are here to help you connect your passions, interests, and skills to jobs and opportunities in the industry. Career Services provides professional career counseling and coaching, resume critiques, practice interviews, job search strategies, career events, networking opportunities and more.

Health Comm Students Enjoy Various Employment Opportunities:

- Healthcare training specialist
- Health website designer
- Healthcare human resource manager
- Nonprofit organization and social services management
- Patient and family advocate
- Patient educator
- Healthcare navigator
- Volunteer coordinator
- Community health worker
- Medical devices representative
- Pharmaceutical salesperson
- Public health campaign designer and evaluator
- Healthcare public relations and marketing
- Communication consultant for healthcare providers

Our Health Comm Students Have Interned With:

- Ascension (St. Louis)
- Cape Town Senior Living
- Cape Girardeau Community Caring Council
- Jackson R2 School District Foundation
- Medical Transportation Management, Inc. (St. Louis)
- NuAbility Athletics Foundation (Illinois)
- Parc Provence Assisted Living (St. Louis)
- PC Wellness Centers
- Saint Francis Healthcare System
- Simply Fitness
- Southeast HEALTH
- SE Missouri Network Against Sexual Violence
- SE Missouri State University Recreation Services
- Trendline Consulting

Southeast Health Communication students enjoy numerous internship opportunities due to Cape Girardeau, Missouri, being the largest medical hub between St. Louis, Missouri and Memphis, Tennessee.

Note: Many of our students have gone on to nursing school or graduate school. Several have accepted positions where they have interned.

Transfer and Dual Credit Students

If you have dual credit or transfer credit, please visit our transfer course equivalencies guide at semo.edu/transfercredit
This is a guide based on the 2019-2020 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 Degree Works to monitor their individual progress.

**CURRICULUM CHECKLIST**

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

- HA200 Management of Healthcare (3)
- HA585 Healthcare Marketing (3)
- HL113 Medical Terminology (3)
- HL320 Community Health (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)
- UI354 Lifestyle Enhancement (3)*

**Required Support Courses**

Some courses fulfill General Education requirements.

- CP124 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)
  OR
- SC491 Investigating Communication (3)
- UI412 American Healthcare Systems and Issues (3)

**Suggested Electives:**

- SC200 Advanced Public Speaking; SC314 Argumentation and Problem Solving
- SC355 Relational Communication; SC360 Experiential Projects in Communication
- SC330 Corporate Communication; SC490 Dark Side of Interpersonal Communication
- MC310 Advertising Communication Strategies; MC312 Advertising Creative Concepts

**Minor Required**

Consider choosing from the following:

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

**General Education Requirements** – some requirements may be fulfilled by coursework in major program

- Social and Behavioral Sciences – 6 hours
- Constitution Requirement – 3 hours
- Written Communication – 6 hours
- Oral Communication – 3 hours
- Natural Sciences – 7 hours (from two disciplines, one to include a lab)
- Mathematics – 3 hours
- Humanities & Fine Arts – 9 hours (from at least two disciplines)
- Additional requirements – 5 hours (to include UI110 for native students)
- Civics examination

**SAMPLE FOUR-YEAR PLAN**

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**Degree requirements for all students:** a minimum of 120 credit hours, completion of the General Education program, completion of 39 senior division hours (300-599), Writing Proficiency Exam (WP003). Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements for your program.