

HEALTH COMMUNICATION

Catalog Year: Fall 2024

NAME: _____

ENUMBER: _____

School of
Communication & Journalism



EASTERN ILLINOIS UNIVERSITY™

GENERAL EDUCATION

LANGUAGE: 9 HRS

| Course | Hours | Grade | Semester |
|----------------------------|-------|-------|----------|
| ENG 1001G: Comp & Lang | 3 | | |
| ENG 1002G: Comp & Lit | 3 | | |
| CMN 1310G: Intro to Speech | 3 | | |

MATH: 3 HRS

| Course | Hours | Grade | Semester |
|--------|-------|-------|----------|
| | | | |

CULTURAL DIVERSITY

| Course | Hours | Grade | Semester |
|--------|-------|-------|----------|
| | | | |

FOREIGN LANGUAGE

| Exempt? | Yes | No | | |
|---------|-------|-------|----------|--|
| Course | Hours | Grade | Semester | |
| | | | | |

FINE ARTS/HUMANITIES: 9 HRS

| Type | Course | Hours | Grade | Semester |
|-----------------------|--------|-------|-------|----------|
| Fine Art | | | | |
| Humanity | | | | |
| Fine Art/ Humanity | | | | |

SCIENTIFIC AWARENESS: 7 HRS

| Type | Course | Hours | Grade | Semester |
|--------------|--------|-------|-------|----------|
| Bio Science | | | | |
| Phys Science | | | | |
| Lab | | | | |

SOCIAL/BEHAVIORAL SCIENCES: 9 HRS

| Course | Hours | Grade | Semester |
|--------|-------|-------|----------|
| | | | |
| | | | |
| | | | |

| SENIOR SEMINAR | Hours | Grade | Semester |
|----------------|-------|-------|----------|
| | | | |

HEALTH COMMUNICATION MAJOR (FA24)

REQUIRED COURSEWORK: 47 HRS

| Course | Hours | Grade | Semester |
|---|-------|-------|----------|
| CMN 2040: Arg. & Critical Thinking | 3 | | |
| CMN 2630: Intro to Interpersonal CMN | 3 | | |
| CMN 3100: Persuasion | 3 | | |
| CMN 3710: Intercultural CMN | 3 | | |
| HCM 2910: Intro to Health CMN | 3 | | |
| HCM 3910: CMN in Health Professions | 3 | | |
| HCM 4910: Applied Health CMN | 3 | | |
| HCM 4950: Special Topics in Health CMN* | 3 | | |
| PUBH 2800: Health Ed. Research Methods I* or CMN 3000: CMN Research Methods | 3 | | |
| PUBH 2270: Community & Public Health | 3 | | |
| PUBH 2700: Foundations in Health Literacy* | 3 | | |
| PUBH 3700: Community Health Behavior Methods* | 3 | | |
| PUBH 3750: Health Care Delivery Systems* | 3 | | |
| PUBH 4275: Internship or CMN 4275: Internship | 8 | | |

HEALTH COMMUNICATION ELECTIVES: 12 HRS

Electives are selected in consultation with the Health CMN advisor.

| Elective Course | Hours | Grade | Semester |
|-----------------|-------|-------|----------|
| | | | |
| | | | |
| | | | |

HEALTH COMMUNICATION ELECTIVE COURSES

| | |
|---|---|
| CMN 2010: Intro to CMN Theories | PUBH 2200G: Health Citizenship |
| CMN 2650: Intro to Organizational CMN | PUBH 2900: Human Diseases |
| CMN 2920: Intro to Public Relations | PUBH 3100: Disasters and Public Health: Planning and Response |
| CMN 2990: Intro to Rhetorical Studies | PUBH 3300: Mitigation of Unintentional Injuries |
| CMN 3030: Promotional Communication | PUBH 3500: Human Sexuality |
| CMN 3650: Case Studies in Org CMN | PUBH 3560: Women's Health |
| CMN 3640: Advanced Interpersonal CMN | PUBH 3765: Principles of Epidemiology |
| CMN 3660: CMN & Conflict Management | PUBH 4770: Health Services Admin. |
| CMN 3903: Rhetoric of Gender & Sexuality | PUBH 4800: Drugs and Society |
| CMN 3940: Advertising: Theory and Practice | PUBH 4830: Perspectives on Health and Humor |
| CMN 3950: Conference and Event Planning | PUBH 4890: Health and Aging |
| CMN 3960: Public Relations Writing & Production | |
| CMN 3980: Strategic Social Media CMN | |
| CMN 4765: Communication in Families | |
| CMN 4950: Workplace Relationships | |

*Course has pre-reqs. Please see catalog for details.

A minimum grade of "C" is required for all CMN, HCM, and PUBH courses counting towards the major.

WHAT WILL I STUDY?

The Health Communication major prepares students to communicate and promote positive health behaviors in professional health care settings and in health advocacy.

We take an interdisciplinary approach by emphasizing the intersection of strategic communication and public health as the foundation for educating individuals and creating healthier and more vibrant communities. Students learn to design, evaluate, and implement health communication programs in a variety of professional settings.

WHAT CAREERS CAN I PURSUE?

Some common job opportunities for graduates are:

- Patient/victim advocate
- Patient services coordinator
- Health care marketing/PR specialist
- Director of employee health & wellness programs
- Human resources benefits coordinator
- Health educator
- Positions in government & social service agencies
- Occupational health program manager
- Hospital/practice administrator
- Health promotion specialist
- Community outreach coordinator
- Lobbyist
- Non profit manager
- Program analyst
- Social worker
- Pharmaceutical salesperson

RESOURCES

School of Communication & Journalism
www.eiu.edu/cmnpjou/

Health Communication Homepage
www.eiu.edu/healthcomm/

Department Honors
www.eiu.edu/healthcomm/honors.php

Internship Information
www.eiu.edu/healthcomm/internships.php

Scholarship Information
www.eiu.edu/healthcomm/scholarships.php

Public Health & Nutrition Homepage
www.eiu.edu/phn/

Accelerated Graduate Program
www.eiu.edu/commstudiesgrad/accelerated.php

SAMPLE COURSE SEQUENCE

| FRESHMAN | |
|---|---|
| FALL | SPRING |
| ENG 1001G CMN 1310G BIO GEN ED HCM 2910 CMN 2630 | ENG1002G MAT GEN ED PHYSICAL SCI GEN ED ART/HUM GEN ED SOC/BEH GEN ED |
| SOPHOMORE | |
| FALL | SPRING |
| CMN 2040 PUBH 2270 ART/HUM GEN ED SOC/BEH GEN ED HCM elective | PUBH 2700 PUBH 2800/CMN 3000 CMN 3100 ART/HUM GEN ED SOC/BEH GEN ED |
| JUNIOR | |
| FALL | SPRING |
| CMN 3710 PUBH 3700 HCM elective HCM elective ELEC/MINOR | HCM 2910 PUBH 3750 HCM elective ELEC/MINOR ELEC/MINOR |
| SENIOR | |
| FALL | SPRING |
| HCM 4910 Senior Seminar ELEC/MINOR ELEC/MINOR INTERNSHIP | HCM 4950 ELEC/MINOR ELEC/MINOR ELEC/MINOR INTERNSHIP |