

BACHELOR OF SCIENCE IN HEALTH COMMUNICATION



A HEALTHCARE CAREER-GLOVES FREE

Healthcare is a fast-growing, dynamic field, and communication specialists are in high demand. According to the U.S. Bureau of Labor Statistics, careers related to health communication are among the fastest growing sectors of the job market.

The Bachelor of Science in Health Communication prepares students to work in professional healthcare settings, or in health advocacy, to influence individual or community decisions and promote positive health behaviors.

- + **UNIQUE:** The only undergraduate Health Communication degree in Illinois.
- + **VERSATILE:** Complete coursework on campus or online.
- + **INTERDISCIPLINARY:** Combine knowledge and transferrable skills from Communication Studies and Public Health.
- + **HANDS-ON:** Professional development through applied work inside and outside the classroom.

SKILLS FOR GROWTH

Students in EIU's Health Communication major develop the skills necessary to succeed in a variety of professional health and wellness settings, including nonprofits, community organizations, government agencies, health organizations and clinical practice.

- Hone your understanding of ethical responsibility and cultural sensitivity in order to successfully communicate about health issues with diverse populations.
- Learn the research skills necessary to define health problems, assess barriers and support for health messages, plan communication campaigns, and evaluate campaign success.
- Craft appropriate message strategies in a variety of professional healthcare settings.

SCHOOL OF COMMUNICATION & JOURNALISM

BUZZARD HALL 2521
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IT'S ALL ABOUT YOU. APPLY TODAY AT MY.EIU.EDU.

eiu.edu/healthcomm

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
- Occupational health program manager
- Hospital/practice administrator
- Health promotion specialist
- Community outreach coordinator
- Lobbyist
- Nonprofit manager
- Program analyst
- Social worker
- Pharmaceutical salesperson
- Positions in government & social service agencies

REQUIRED COURSEWORK: 59 HRS

CATALOG YEAR 2024-2025

REQUIRED COURSES: 47 HRS

CMN 2040 - Argumentation & Critical Thinking
CMN 2630 - Intro. to Interpersonal Communication
CMN 3100 - Persuasion
CMN 3710 - Intercultural Communication
HCM 2910 - Introduction to Health Communication
HCM 3910 - Communication in Health Professions
HCM 4910 - Applied Health Communication
HCM 4950 - Special Topics in Health Communication
PUBH 2800 - Health Education Research Methods I
OR
CMN 3000 - Communication Research Methods
PUBH 2270 - Community & Public Health
PUBH 2700 - Foundations in Health Literacy
PUBH 3700 - Community Health Behavior Methods
PUBH 3750 - Health Care Delivery Systems
PUBH 4275 - Internship
OR
CMN 4275 - Internship

HEALTH COMM. ELECTIVES: 12 HRS

Electives are selected in consultation with the Health Communication advisor.

