

HEALTH COMMUNICATION, CERTIFICATE

This is an 18-hour post-bachelor's program that provides students the opportunities to strengthen their knowledge in health communication content, research methods, and application. Qualified individuals can take the certificate as a stand-alone program or in conjunction with another degree.

Learning Outcomes

1. Students will demonstrate the ability to translate basic theories and frameworks of health and risk communication to the development of health communication campaigns to specific target audiences.
2. Students will be able to explain the principles governing the selection and access of health information materials to serve the needs of diverse lay, professional, and cultural communities.
3. Students will demonstrate an ability to develop, implement, and evaluate a health communication project for a specific target audience.