HEALTH COMMUNICATION

What’s interesting about Health Communication:
Health and medicine are receiving a growing attention in the local and national media. News stories cover medical breakthroughs and healthcare debates on a daily basis, while strategic campaigns try to persuade you to exercise more, eat less or stop smoking. This interest will only get stronger as more Americans are aging, medicine continues to push the boundaries of knowledge, and younger Americans look for their own oath to health and well-being. The media and health care industries are looking for more professionals who understand both worlds; media professionals who can write proficiently about health and health professionals who can work with the media. The health communication cluster at SJMC bridges the disciplines of health and mass media and prepares students to enter this growing field.

Here are just some of the careers that people interested in health communication might pursue:
Although additional post-graduate coursework or training will be required for some careers, your undergraduate work will give you a good groundwork on which to build.

Journalism careers:
• Health writer for website, magazine, or newspaper
• Health reporter for TV or website
• Health Editor

Strategic communication careers:
• Public relations specialist for a health non-profit, hospital, HMO, local/state/federal health agency, pharmaceutical company
• Strategic communication specialist for a health non-profit, hospital, HMO, local/state/federal health agency, pharmaceutical company
• Professional in public relations, advertising, marketing agencies who works with health care clients

Other media-related careers:
• Public health professional specializing in media advocacy
• Working in social marketing
• Working in health marketing
• Working in health literacy
• Working in health promotion
• Working in health policy

Here are some SJMC courses that are particularly useful to people planning a career in health communication. These are only suggestions, and other courses also may be valuable. You and your advisor will construct an individual plan of coursework.

Writing courses:
• JMC:3400 (019:120) Specialized Reporting and Writing: Health and Medical Writing
• JMC:3400 (019:120) Specialized Reporting and Writing: Feature Writing
• JMC:3412 (019:124) Strategic Communication Writing (prerequisite: JMC:2200 (019:096) Communication and Public Relations)
• JMC:3415 (019:128) Writing Across Cultures
• JMC:3605 (019:136) Editing the News
Workshop courses:
- JMC:3600 (019:130) Topics in Media Production: PR Workshop – Non-profit Health Public Relations *(prerequisite: JMC:2200 (019:096))*
- JMC:3600 (019:130) Topics in Media Production: PR Workshop – Interactive Strategic Communication *(prerequisite: JMC:2200 (019:096))*
- JMC:3600 (019:130) Topics in Media Production: Web Journalism Basics
- JMC:3610 (019:131) Graphic Design

Conceptual courses:
- JMC:4825 (019:160) Media & Health

Depending on your interests, conceptual courses on gender, race, or international topics may be relevant.

**SJMC students are encouraged to have a second major.** A second major broadens and deepens your knowledge about another topic, making you a stronger communicator. SJMC students interested in health communication may find many different second majors valuable, but here are three we recommend you consider:

- Health and Human Physiology (HHP/027): Study of health promotion, health studies, and wellness
- Foreign language: Learn a foreign language and study a culture
- Psychology (PSY/031): Study of developmental science, clinical cognitive and social psychology

**SJMC majors who do not have a second major** must identify a secondary area of concentration. This means students will put together a minimum of 24 s.h. of coursework related to a unified theme or focus area; at least 15 of the 24 s.h. must be from upper division courses. Here are a few recommendations for students interested in health communication. The listed courses are only suggestions; the list does not exhaust the possibilities. Courses may not be offered every semester; students should use the drop-down semester menu on ISIS to identify frequency. Also, please note that some courses carry pre-requisites. Students are responsible for consulting ISIS, the general catalog and/or the department website for those details and other relevant information, such as course accessibility to non-majors.

### Women’s Health

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<tr>
<th>Course</th>
<th>Title</th>
<th>Prerequisites</th>
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<tbody>
<tr>
<td>ANTH:4140 (113:133)</td>
<td>Anthropology of Women’s Health</td>
<td>ANTH:1101 (113:003) OR ANTH:2100 (113:010) OR GWSS:1001 (131:010)</td>
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<tr>
<td>ANTH:3141 (113:182)</td>
<td>Women, Health, and Healing</td>
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<td>SOC:4461 (034:143)</td>
<td>Gender and Violence</td>
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### Health Care

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<th>Course</th>
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<tr>
<td>RHET:3610 (010:161)</td>
<td>Rhetorical Issues in Health Care</td>
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<td>PSY:3010 (031:152)</td>
<td>Health Psychology</td>
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### Health & environment

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<td>GEOG:3110 (044:131)</td>
<td>Geography of Health</td>
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<td>GEOG:4130 (044:174)</td>
<td>Health Work and Environment</td>
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<tr>
<td>OEH:4240 (175:197)</td>
<td>Environmental Health</td>
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