To further develop and implement the proposed concentration below, ideally at least two new Communication tenure-track hires should be anticipated, with one being a Public Health Promotion (PHP: health campaigns) scholar [first priority] and the other a Health Care Delivery (HCD) scholar [second priority] to complement Dr. Query’s expertise, which is primarily on the HCD side.

Meanwhile, current Communication (COMM) faculty members Drs. Haun, Lee, Olson, and Query, as well as Professors McCombs, McHam, and Culpepper, are teaching, can teach, and/or developing, or anticipate developing, the courses below. At the undergraduate level, HCOMM students would complete 12 hours of COMM foundation courses, 9 hours of HCOMM foundation courses, 6 hours of approved HCC electives, and 12 hours from either the HCD or PHP courses. One HCOMM foundation course and three HCOMM electives are drawn from the Medicine and Society [MED&SOC] Minor and Women’s Studies Courses [WOST]. The total credit hours required would be 39.

SOC Foundation Courses, 12 credit hours required of ALL Communication Majors
COMM 1301 Media and Society
COMM 1302 Communication Theory
COMM 2301 Research Methodology
COMM 4303 Communication Law and Ethics

HCOMM Foundation Courses, 9 credit hours required of ALL HCOMM Students
COMM 4333 Health Communication
COMM 4335 Crisis Communication
SCH 3301 Readings in Medicine & Society [MED&SOC]

HCD Emphasis OR PHP Emphasis, 12 credit hours required of ALL HCOMM Students from either the HCD or PHP courses

For students focusing on HCD, 12 from the HCD list below would be required.

For students focusing on PHP, 12 hours from the PHP list below would be required.

[TBO = To Be Offered; TBD = To Be Developed; NH = New Hire; COMM 4397 is the generic designator for Special Topics Courses until successfully offered three times and approved.]

12 hrs from below
Health Care Delivery<------------------------>Public Health Promotion (HCD)

12 hrs from below
COMM 4397 Health Literacy

COMM 4397 Health Literacy
COMM 3376 Media Effects
COMM 3331 Family Communication
OR
SOC 3371 Sociology of the Family [MED&SOCI]

COMM 4397 Doctor—Patient Communication
[in development; TBO Spring 06]

COMM 4397 Health Campaign Principles & Tailored Messages
[TBD by NH]
OR
COMM 3360 Principles of Advertising

COMM 4397 Health Campaigns
[TBD by NH]
OR
COMM 4361 Advertising Campaigns
HLT 3381 Health Promotion and Disease Prevention

COMM 4397 Multicultural Health Communication
(Latinos/Hispanics, African & Asian Americans)
(Latinos/Hispanics, African Americans, Asian Am.
[in development; TBO Spring 06]

COMM 4397 Health Campaign Evaluation
[TBD by NH]

COMM 4397 E-health & Telemedicine
[TBD by NH]

COMM 4397 Communication and Catastrophic Conditions (Cancer, Alzheimer's, AIDS/HIV)
[TBO Fall 06]
OR
ANTH 4384 Anthropology of HIV [MED&SOCI]
HLT 4308 Understanding Cancer [MED&SOCI]
SOC 3345 Sociology of Death and Dying [MED&SOCI]

HCOMM Approved Electives, 6 credit hours required of all HCGMM Students
COMM 3353 Web Technologies I
COMM 3356 Business and Professional Communication
COMM 4353 Web Technologies II, (prereq, COMM 3353 or instructor consent)
ANTH 3350 Women and Health: Anthropological Perspectives [MED&SOCI]
ANTH 4331 Disease in Antiquity [MED&SOCI]
ANTH 4337 Anthropology of the Life Cycle [MED&SOCI]
ANTH 4339 Alcohol, Drugs, and Culture [MED&SOCI]
ANTH 4352 Biomedical Anthropology [MED&SOCI]
ANTH 4353 Biocultural Adaptation [MED&SOCI]
ANTH 4384 Anthropology of HIV [MED&SOCI]
BIOE 1440 Frontiers in Biomedical Engineering [MED&SOCI]
BIOI 1309 Human Genetics and Society [MED&SOCI]
ECON 3368 Economics of Health Care [MED&SOCI]
ENGL 4371 Literature and Medicine [MED&SOCI]
HIST 3303 Disease, Health, and Medicine in American History [MED&SOCI]
HIST 3397 History of Medicine [MED&SOCI]
HULT 3306 Environmental Health [MED&SOCI]
HULT 3381 Health Promotion and Disease Prevention [MED&SOCI]
HULT 4306 Women's Health Issues [WOST]
HULT 4308 Understanding Cancer [MED&SOCI]
INDE 4337 Human Factors, Ergonomics, and Safety [MED&SOCI]
OPTO 1300 Introduction to Health Professions [MED&SOCI]
PHAR 2362 Principles of Drug Action [MED&SOCI]
PHIL 3354 Medical Ethics [MED&SOCI]
PHIL 3351 Contemporary Moral Issues [MED&SOCI]
PSYC 3331 Psychology of Women [WOST]
PSYC 4307 Psychology of Gender [WOST]
SOC 3345 Sociology of Death and Dying [MED&SOCI]
SOC 3380 Introduction to the Sociology of Health Care [MED&SOCI]
SOC 3397 African American Women [WOST]
SOC 3397 La Mexicana & U.S. Society [WOST]

Total Credit Hours In HCOMM = 39 hours
School of Communication

Students in good academic standing may declare communication as their major and select a concentration at any time. Students interested in the school, but uncertain about a concentration may declare themselves Communication Unspecified (COMM UN) up to a completion of 72 hours. They then must choose a concentration (existing catalog content).

All undergraduate majors in the School of Communication must complete, with a GPA of at least 2.00, 12 semester hours as follows:

1. COMM: 1301, 1302, 2300, and 4303. (Existing catalog content)

Catalog material proceeding above on p. 199 and p. 200 regarding 3000-4000 level courses, prerequisites, and graduation remains unchanged.

Concentration in Health Communication

Students in health communication will develop and acquire knowledge and skills essential to becoming more effective health care consumers and advocates as well learn the fundamentals of health campaign planning, implementation, and evaluation. Research, theory, and practical application are combined to help students develop communication strategies associated with positive health outcomes and successful negotiation of the health care system. Students interested in specializing in health care delivery (HCD) issues will complete coursework across a wide range of health care situations focusing on interpersonal, group, organizational, cultural, and computer-mediated levels of analysis. Students interested in specializing in public health promotion (PHP) will complete coursework across a wide range of health care contexts focusing on the role of gender, media, tailored messages, and e-health in building, delivering, and evaluating mass health campaigns to promote health and behavior change.

Health Communication Sequence

1. COMM 4333, 4335, and HON 3301. (Must earn a C or above in COMM 4333 before proceeding to advanced communication course).

Health Care Delivery (HCD) Specialization

1. Select 12 hours from COMM 4397* (Health Literacy), 3376, 3371 or SOC 3371, COMM 4397* (Doctor-Patient Interaction), 4397* (Multicultural Health Communication), 4397* (eHealth and Telemedicine), 4397* (Communication and Catastrophic Conditions) or ANTH 4384, HLT 4308, or SOC 3345.

Or

Public Health Promotion (PHP) Specialization

1. Select 12 hours from COMM 4397* (Health Literacy), 3376, 3371, 4397* (Health Campaign Principles & Tailored Messages) or 3360, 4397* (Health Campaigns) or 4361, 4397* (Health Campaign Evaluation), 4397* (eHealth & Telemedicine)

In addition to the required courses, students must take 6 hours from the following approved electives:

COMM 3353, 3356, 4353, ANTH 3350, 4331, 4337, 4339, 4352, 4353, 4384, BIOE 3410, 3101, 1209, ECON 3288, PNGL, 4371, HIST 3303, 3397, HLT 3304, 3383, 4306, INDE 3337, OPTO 3300, NURS 3262, PSYH 3354, 3351, PSYC 3331, 4397, SOC 3345, or 3397.

* COMM 4397 is the generic Special Topics designator until a permanent course number has been assigned.