STRATEGIC COMMUNICATION AND MEDIA, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN HEALTH COMMUNICATION

Health is a top concern for local, national, and global populations and the healthcare industry is growing. Slippery Rock University's Health Communication degree gives students the opportunity to place themselves at the forefront of health communication. Earning a Bachelor's in Health Communication demonstrates not only that graduates understand the nature and complexity of the healthcare industry, but also that they possess the hands-on skills necessary to communicate effectively within this industry.

WHY CHOOSE HEALTH COMMUNICATION?

One of the few Health Communication programs in the Greater Pittsburgh Region, students graduate not only with a firm understanding of the ever-growing healthcare industry, but also the skills and training necessary to prepare, craft, and deliver effective messages within the healthcare context. Career options include digital and social media content generation, public relations and integrated marketing, advertising, and more.

While majoring in Health Communication, you will have the opportunity to participate in a host of relevant student organizations and complete internships. Upon graduation, students have a portfolio of work that demonstrates a wide range of skills that are relevant to the healthcare industry, including but not limited to: social and digital media content creation, publication production, and research and analytics.

WHAT WILL YOU LEARN?

Working with professors with experience in their fields, the Health Communication Degree provides you with coursework centered on the health industry, as well as applied coursework in public relations, marketing, and advertising. When you choose to major in Health Communication, you benefit from a cutting-edge and modern interdisciplinary program with provides you with the skills and abilities necessary for a fruitful career as a communication professional in the healthcare industry.

CAREERS IN HEALTH COMMUNICATION

It is expected that the healthcare industry will continue to grow. As such, a major benefit of majoring in Health Communication is the plethora of opportunities available to you after graduating. The program's internship opportunities, in combination with the Department of Strategic Communication and Media's vast alumni network make the Health Communication program at SRU a great choice for students as they consider their future careers.

CLUBS & ORGANIZATIONS

Rock PRSSA

Lambda Pi Eta

PROGRAM LEARNING OUTCOMES

STRATEGIC COMMUNICATION AND MEDIA - HEALTH COMMUNICATION, BS

- **Writing:** Produce written health communication tactics to communicate with various publics.
- **Tailored Strategy:** Employ social media, multimedia, and graphic design technologies to communicate health-focused content to designated audiences.
- **Campaign Development:** Demonstrate the ability to develop a data-driven strategic health communication plan tailored to a specific target public.

STRATEGIC COMMUNICATION AND MEDIA DEPARTMENT, OVERALL

- **Writing competency:** Students will demonstrate the ability to write and present messages clearly and effectively.
- **Ethics and legal issues:** Students will understand ethical and legal issues facing communicators in the 21st century.
- **Research and analysis:** Students will demonstrate the ability to design and implement research studies and critically analyze research data.

RELATED LINKS

Strategic Communication and Media: Health Communication, BS Program Page (https://www.sru.edu/academics/majors-and-minors/communication-health-communication/)

Strategic Communication and Media Department Page (https://www.sru.edu/academics/colleges-and-departments/cob/departments/strategic-communication-and-media/)

Professional Licensure/Certification Page (https://www.sru.edu/students/student-consumer-information/professional-licensures/)

CURRICULUM GUIDE

GPA REQUIREMENT

Major GPA: 2.0 or higher
Overall GPA: 2.0 or higher

SUMMARY*

Code	Title	Hours
Rock Studies 2 Requirements		42
Other Basic Requirements		0-3
Computer Competency		0-3
Major/Concentration Requirements		51
Electives		27

* All undergraduate degree programs require a minimum of 120 credits. Some courses meet multiple requirements, but are only counted once toward the 120 credit total required to graduate.

ROCK STUDIES 2 REQUIREMENTS

Code	Title	Hours
The Rock		
SUBJ 139	Foundations of Academic Discovery [1]	3
ENGL 102	Critical Writing	3
ENGL 104	Critical Reading	3

MATH 117	Quantitative Reasoning	3
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
Subtotal		15
Integrated Inquiry		
Creative and Aesthetic Inquiry		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Humanities Inquiry		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Social Science Inquiry		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Natural Sciences Inquiry		
SCI 101	Science of Life	3
Physical Sciences Inquiry		
SCI 102	Understanding the Physical World	3
Subtotal		15
Thematic Thread		
Select 12 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) [2]		12
Total Hours		**42**

[1] Course offered in multiple subjects; cannot take course in first major subject.

[2] One course from each category; six credits must be 300-level or above; no more than 4 credits from one subject area; specific courses required in first major, regardless of prefix of course, cannot be used to satisfy thread requirements; any course with same prefix as first major cannot be used to satisfy thread requirements, even if it is not a course in the first major.

Basic Math Requirement

Check with your adviser or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.

Code	Title	Hours
Complete one of the following:		0-3
Meet required minimum SAT or ACT math score OR		
ESAP 110	Beginning Algebra	
Total Hours		**0-3**

Computer Competency

Code	Title	Hours
Demonstrate "computer competency" by one of the following:		0-3
Pass Computer Competency Exam OR		
Select one of the following at SRU or another post-secondary institution:		
CPSC 100	Introduction to Computing for Liberal Arts	
CPSC 110	Computer Concepts	
CPSC 130	Introduction to Computing and Programming	
PE 202	Technology for Wellness	
Total Hours		**0-3**

DIVERSITY, EQUITY, AND INCLUSION REQUIREMENT

Students must take and pass a course with the Diversity, Equity, and Inclusion (DEI) designation prior to graduation. Students can meet this requirement by taking any DEI - designated course in any program at any time during their undergraduate career.

MAJOR/CONCENTRATION REQUIREMENTS

- 26 major credits must be taken at SRU or PASSHE
- 26 major credits must be taken at the 300 level or above

Code	Title	Hours
Core Requirements		
COMM 110	Communication Concepts [1,2]	3
COMM 263	Mass Media and Society [1]	3
COMM 310	Communication Research Methods [1,2]	3
COMM 410	Communication Law [1,2]	3
COMM 497	Senior Capstone Seminar [1,2]	3
Subtotal		15
Health Communication Requirements		
COMM 231	Principles of Integrated Marketing Communication & Public Relations	3
COMM 242	Media Writing	3
or COMM 256	Message Preparation	
COMM 270	Strategic Health Communication	3
HCAM 230	US Healthcare Systems	3
HCAM 300	Healthcare Systems: Global Perspectives and Analysis	3
COMM 303	Communication and Media Ethics	3
or HCAM 375	Ethics & Legal Fundamentals for the Health Professions	
or PHIL 325	Medical/Health Care Ethics	
COMM 333	Writing for Public Relations and Integrated Marketing Communication	3
COMM 370	Health Communication Cases and Strategies	3
COMM 431	PR and IMC Campaigns Capstone	3
COMM 450	Internship	3
Subtotal		30
Electives		
Select 6 credits from the following (at lease one upper-division course is required):		6
COMM 228	Principles of Creative Advertising	
COMM 235	Introduction to Digital Design	
COMM 248	Interactive Multimedia 1	
COMM 307	Social Media	
COMM 315	Organizational Communication	
COMM 336	Media Relations and Crisis Communication	
COMM 364	Strategic Brand Communication	
COMM 407	Social Media Network Analytics	
COMM 415	Persuasion	

ENGL 327	Healthcare Writing	
HCAM 335	Current Topics in Health Care	
HLTH 311	International Health	
MRKT 230	Principles of Marketing	
Subtotal		6
Total Hours		**51**

[1] Course counts for 50% of Major requirements and Major GPA
[2] A grade of 'C' or higher must be earned in these courses
* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University*.

PASSHE - Pennsylvania State System of Higher Education Institutions

STRATEGIC COMMUNICATION & MEDIA- BS (2119)
Concentration in Health Communication (HECO)
This program is effective as of Summer 2022
Revised 10.10.2023
UCC 3.1.22

RECOMMENDED FOUR-YEAR PLAN

Course	Title	Hours
First Year		
Fall		
COMM 110	Communication Concepts	3
COMM 263	Mass Media and Society	3
ENGL 102	Critical Writing	3
ESAP 101	FYRST Seminar *	1
SUBJ 139	Foundations of Academic Discovery [1]	3
Creative & Aesthetic Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
	Hours	**16**
Spring		
COMM 200	Civil Discourse: Theory & Practice	3
ENGL 104	Critical Reading	3
MATH 117	Quantitative Reasoning	3
COMM 231	Principles of Integrated Marketing Communication & Public Relations	3
Humanities Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
	Hours	**15**
Second Year		
Fall		
COMM 242 or COMM 256	Media Writing or Message Preparation	3
HCAM 230	US Healthcare Systems	3
SCI 101	Science of Life	3
Elective		3
Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Declare a Thematic Thread [2]		
	Hours	**15**
Spring		
COMM 270	Strategic Health Communication	3
SCI 102	Understanding the Physical World	3
Health Communication Elective		3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Elective		3
	Hours	**15**
Third Year		
Fall		
COMM 310	Communication Research Methods	3
HCAM 300	Healthcare Systems: Global Perspectives and Analysis	3
Health Communication Elective		3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Elective		3
	Hours	**15**
Spring		
COMM 333	Writing for Public Relations and Integrated Marketing Communication	3
COMM 303 or HCAM 375	Communication and Media Ethics or Ethics & Legal Fundamentals for the Health Professions	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Electives		6
	Hours	**15**
Fourth Year		
Fall		
COMM 370	Health Communication Cases and Strategies	3
COMM 410	Communication Law	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Electives		6
	Hours	**15**
Spring		
COMM 431	PR and IMC Campaigns Capstone	3
COMM 450	Internship	3
COMM 497	Senior Capstone Seminar	3

Elective	6
Hours	**15**
Total Hours**	**121**

1 Course offered in multiple subjects; cannot take course in first major subject.
2 Work with your Academic Adviser to declare a Thematic Thread by the end of your fall semester in your second year.
* Students are encouraged to take ESAP 101 as a Free Elective.

*** This document is meant to serve as a guide. Some planners may show more than 120 credits because faculty have created flexibility in choosing courses. However, only 120 credits are required to obtain a degree. Please consult with your academic adviser and refer to your curriculum guide prior to registering for courses. This plan should be reviewed, and verified, by you and your academic adviser at least once each academic year.*

Major Code: 2119
Concentration Code: HECO
Revised: 05.10.2023