

# 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. (SRU SLO 1, 2, 5, 8, 9, 10)
- **Tailored Strategy:** Employ social media, multimedia, and graphic design technologies to communicate health-focused content to designated audiences. (SRU SLO 1, 2, 5, 8, 9, 10)
- **Campaign Development:** Demonstrate the ability to develop a data-driven strategic health communication plan tailored to a specific target public. (SRU SLO 1, 2, 5, 8, 9, 10)

### STRATEGIC COMMUNICATION AND MEDIA DEPARTMENT, OVERALL

- **Writing competency:** Students will demonstrate the ability to write and present messages clearly and effectively. (SRU SLO 1)
- **Ethics and legal issues:** Students will understand ethical and legal issues facing communicators in the 21st century. (SRU SLO 8)
- **Research and analysis:** Students will demonstrate the ability to design and implement research studies and critically analyze research data. (SRU SLO 2)

## RELATED LINKS

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

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