



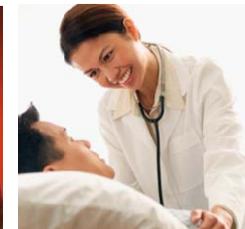
Founded in 1910, today Kent State University's eight-campus system is among the largest regional systems in the country. Kent State is also recognized internationally as one of the premiere Ohio universities.

Kent State is ranked among the nation's 77 public research universities demonstrating high-research activity by the Carnegie Foundation for the Advancement of Teaching.

Times Higher Education, ranked Kent State as one of the top 200 universities in the world in for two consecutive years in 2010 and 2011.

Kent State was also noted in the first-tier list of Best National Universities in the 2012 edition of Best Colleges by *U.S. News & World Report*, and was recently ranked among the top 500 universities according to the 2011 Academic Ranking of World Universities.

Major in HEALTH COMMUNICATION at Kent State University



Exploring the World of Health Communication to Achieve Better Health Outcomes

- ◆ Learn who and what to believe about health issues.
- ◆ Acquire health information technology skills.
- ◆ Discover powerful ways that everyday communication influences your health.
- ◆ Communicate so health professionals will listen and answer your questions.
- ◆ Critically view health messages in popular culture.
- ◆ Design effective messages and campaign strategies to influence health beliefs and behaviors.

Whether you are concerned about improving your communication competencies for a future health care, health education, health marketing, or public health profession — or want to be better prepared to be an active and effective participant in your own health care and that of your family members — a major in health communication can increase your understanding of the powerful roles of communication in health and health care outcomes and improve skills and knowledge for promoting health and preventing disease.

This is an excellent major for students interested in public health, nursing and other health care professions, health education, social work, counseling, family studies, and human development.



Communication Studies also offers a minor in health communication as well as majors and minors in several other areas of concentration, including applied communication, global communication, interpersonal communication, public communication, and organizational communication.

School of Communication Studies - Aug. 19, 2012
Kent State University, Kent State, and KSU are registered trademarks and may not be used without permission.

Flexible and Adaptable Degree to Fit Your Interests Available through the School of Communication Studies



Communicating and Growing as a School at Kent State University since 1932

The School of Communication Studies is part of the College of Communication and Information www.kent.edu/comm



Health Communication Major

The Health Communication Major is a 121-credit program with a minimum 2.25 GPA required in the major and a 2.0 cumulative GPA required for graduation.

Degree Requirements

Comm. Studies and Concentration Core

- 15000 **Intro. to Human Communication**
- 20000 **Foundations of Communication**
- 25902 **Communication Theory**
- 30000 **Communication Research Methods**
- 26501 **Intro. to Health Communication**
- 45902 **Communication and Influence**
- 46091 **Senior Seminar**

Complete these Courses Across CCI

- 14001 **Visual Design Literacy**
- 20001 **Media, Power and Culture *OR***
- 20003 **Introduction to Mass Communication**
- 30010 **Information Fluency in the Workplace & Beyond**

Complete One Comm. Diversity Course

- 26000 **Criticism of Public Discourse**
- 35852 **Intercultural Communication**
- 35912 **Gender and Communication**

Complete Any 12 Credits of Communication

Electives in addition to any three courses described in the box to the right.

Complete Any Three of the Following Courses Listed Below

36501 **Communication in Health Care**

Examination of the dynamics of communication in health care settings, including provider-patient interaction; health team communication; family communication in health care settings; and using communication theory, research, and health advocacy skills across a variety of health care contexts.



36505 **Communication, Aging, and Culture**

Examination of the roles of aging and culture on human communication. Topics include cultural orientations, intergenerational relationships, stereotypes and aging, and aging and health care across cultures.

46503 **Health Communication and Media**

Investigation of health messages in traditional and new media, including both incidental health messages found in advertising, news media, and popular culture; and strategic messages developed as part of health communication programs and campaigns.



46507 **Everyday Interpersonal Communication and Health**

Examination of the roles of everyday interpersonal communication in physical health, psychosocial well-being, and health and risk behavior. Topics include social support, stigma, the role of illness, disease, and disability in identity, peer pressure, and uncertainty management.



Why Study Health Communication?

Health Communication is one of the newest concentrations in the School of Communication Studies at Kent State University.

Communication plays critical roles in health and risk behavior, health care, health promotion, and influences both health outcomes and the cost of health care. In the past decade, the U.S. Surgeon General and the Department of Health and Human Services have recognized that communication is vital to achieving the nation's health promotion and disease prevention agenda.

One of the greatest areas of job growth is in health-related professions. These include health care professions, health marketing, public health, and health promotion through agencies and non-profit organizations. At the same time, the most recent job outlook statistics from the National Association for Colleges and Employers rank effective communication skills as the most important job characteristic employers consider when making hiring decisions, ranking above even technical skills.

The health communication major promotes skills in health care communication and training, social support, health literacy, media literacy, and the design and development of health messages, programs, and campaigns.

Want to Know More? Contact or Visit Us

E-mail: comm@kent.edu

Phone: (330) 672-2659

Taylor Hall Room 135

Kent State University, Kent, Ohio 44242-0001

Learn more about the Communication Studies faculty, student organizations, and other major and minor degree programs available through the School of Communication Studies at:
www.kent.edu/comm