

Minnesota State University Moorhead

COMM 414: Health Communication

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Focuses on how health, illness, and healing acquire meaning through symbolic interactions located within social, political, economic, and cultural structures. This course explores various arenas in which health is socially constructed including interpersonal interactions, small group and organizational settings, public discourse and popular culture. Across contexts, there is an emphasis on exploring current issues facing the health care industry including telemedicine, financial reform, the patients' rights movement, and other factors influencing health communication.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Understand the ethical dilemmas inherent in the use of strategic communications designed to persuade people to change their behavior.
2. Understand the role of communication in the delivery of health services (doctor-patient communication; pharmacist-customer communication; and cultural factors).
3. Understand the role of social relationships in shaping health outcomes (i.e., social support, support groups, etc.).
4. Understand the role of strategic communication in health campaigns including theories of health promotion and message strategies and design principles.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted