

Health Communication and Public Relations Graduate Certificate

Health-related communication training

Goal Description:

The Health Certificate in Health Communication and PR will offer a specialized graduate program in health-related communication.

Providing Department: Health Communication and Public Relations Graduate Certificate

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Health-related communication training

Learning Objective Description:

The students enrolled in the Health Communication and PR certificate program will take courses that will focus on developing interdisciplinary expertise in health-related communication.

RELATED ITEM LEVEL 2

Health-related communication training

Indicator Description:

Faculty representatives from the three departments that collaborate to offer the Certificate in Health Communication and PR will review the current program curriculum to assess content and course sequencing to determine if changes should be recommended.

Criterion Description:

In assessing the content and course sequence of the current program, faculty representatives will consider marketplace data, comparable programs at other universities and regional employer requirements.

Findings Description:

The College of Health Sciences and the Department of Mass Communication are in agreement with discontinuing the Graduate Certificate in Health Communication and Public Relations. Therefore, no data has been collected for the 2021-2022 academic year.

RELATED ITEM LEVEL 3

Health-Related Communication Training

Action Description:

The College of Health Sciences and the Department of Mass Communication are in agreement with discontinuing the Graduate Certificate in Health Communication and Public Relations. Therefore, no action statements were created for the 2021-2022 academic year.

Update to Previous Cycle's Plan for Continuous Improvement Item

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Closing Summary

As previously noted, curriculum changes across the disciplines represented in the certificate program are underway and will determine if the certificate will remain an option for students in those programs, or if other efforts should be emphasized, such as making some communication classes, Social Marketing for example, available to graduate Health students as electives.

Update of Progress to the Previous Cycle's PCI:

The College of Health Sciences and the Department of Mass Communication are in agreement with discontinuing the Graduate Certificate in Health Communication and Public Relations. Therefore, no cycle plans were written for the 2021-2022 academic year.

New Plan for Continuous Improvement Item

Closing Summary:

The College of Health Sciences and the Department of Mass Communication are in agreement with discontinuing the Graduate Certificate in Health Communication and Public Relations. Therefore, no new plans were written for the 2021-2022 academic year.