M.A. IN COMMUNICATION STUDIES - HEALTH COMMUNICATION TRACK

Health Communication is an emerging specialty in the field of communication. This graduate program is designed to provide a broad introduction to human communication in a health-care context. Career opportunities in this area include public health leaders, practitioners, and researchers who design, evaluate, and disseminate health communication messages for private and governmental organizations, advertising, public relations and marketing agencies, and journalists. Students will explore the roles of patients and caregivers, social and cultural issues, communication in health organizations, and the role of mass media. Two programs are offered. The thesis track emphasizes student development of research skills under faculty supervision (30 credit hours). The non-thesis track emphasizes a theoretical foundation based on application of communication courses (36 credit hours).

Curriculum Requirements - Thesis Program

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>COM 601</td>
<td>Theories of Communication</td>
<td>3</td>
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<tr>
<td>COM 602</td>
<td>Methods of Communication Research</td>
<td>3</td>
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<tr>
<td>COM 603</td>
<td>Qualitative Research Methodologies</td>
<td>3</td>
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Communication Electives

Select 3 - 5 of the following:

- COM 604: Advanced Communication Research Methods and Statistics
- COS 618: Seminar in Nonverbal Communication
- COM 672: Seminar in Persuasive Communication
- COS 651: Survey of Health Communication
- COS 652: Culture and Health
- COS 653: Organizations, Communication, and Health
- COS 654: Risk Communication
- COS 655: Health Communication Interventions
- COS 674: Seminar in Interpersonal Communication
- COS 690: Communication Studies Practicum
- COS 691: Advanced Special Topics in Communication Studies
- COS 699: Advanced Projects and Directed Research

Mission Goals

The goals of the Master of Arts Program in Communication Studies are to provide students with a rigorous graduate level academic experience, comprehensive understanding of theoretical communication concepts,
and development of advanced oral, written, critical thinking, and research skills.

**Student Learning Outcomes**

- Graduate students will demonstrate application of appropriate communication and professional skills.
- Graduate students will demonstrate a comprehensive understanding of communication concepts and critical analysis of research.
- Graduate students will demonstrate appropriate writing and presentational skills.