CERTIFICATE IN SCIENCE AND HEALTH COMMUNICATION

The Certificate in Science and Health Communication trains students in science and health-related disciplines to communicate effectively with various audiences for the purposes of 1) creating and maintaining disciplinary and interdisciplinary alliances within the sciences, including public health and epidemiology; 2) successfully communicating with the public and its various stakeholders; and 3) training for a diverse number of jobs, including public policy advocacy, public health consulting, and lab management.

Students will be trained to 1) communicate about science and health in a clear, compelling, and persuasive way; 2) effectively employ visual aids to both specialized and lay audiences; 3) identify, evaluate, and respond to different types of audiences; 4) successfully evaluate and navigate controversies around scientific research products, especially around issues of risk.

Requirements

Students completing the certificate shall have earned a grade of C or better in each of the required courses. At least 12 credit hours are required to earn the certificate, as described below.

I. Two foundational communication courses (6 credit hours; no prerequisites)

COMM 6350 or COMM 6350E, Science Communication (3 hours)

COMM (HPBR) 6610, Health Communication (3 hours)

II. Electives (2 required, one must be writing focused \*)

\*COMM 6110, Speech Composition (3 hours)

COMM 6310 or 6310E, Communication Strategies in Government (3 hours)

COMM 6360, Communication Strategies in Social Movements (3 hours)

COMM (JRMC) 7612, Medical Interviewing and Information Dissemination (3 hours)

COMM 8165, Public Health Communication (3 hours)

COMM 8350, The Rhetoric of Science (3 hours)

COMM 8520, Seminar in Communication and Social Influence (3 hours)

COMM 8550, Advanced Topics in Interpersonal Communication (3 hours)

EETH (JURI) 7870, Environmental Dispute Resolution (2 hours)

JRMC 8170, Risk Communication (3 hours)

HPRB 7310, Foundations of Public Health Communication (3 hours)

HPRB 7370, Social Marketing of Health: Theory and Process (3 hours)

\*PBIO 6920W Explaining Your Science (3 hours)

\*These courses satisfy the writing requirement. Other courses may satisfy the requirement with approval of the director (typically the Graduate Coordinator of the Department of Communication).