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| CIP Code: |  |
| Degree Code: |  |

**Bulletin / Banner Change Transmittal Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| |  |  | | --- | --- | | Po-Lin Pan | 10/15/2018 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Marceline Hayes | 10/15/2018 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 1/22/2019 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue | 1/22/2019 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

**1.Contact Person** (Name, Email Address, Phone Number)

Dr. Marceline Hayes, Dept. of Communication, [mhayes@astate.edu](mailto:mhayes@astate.edu), 870-972-3091

**2.Proposed Change**

1. Change introductory blurb for Certificate in Health Communication.

2. Revise requirements for that certificate as indicated below.

**3.Effective Date**

Fall 2019

**4.Justification –** *Please provide details as to why this change is necessary.*

Changes in the health communication certificate are being proposed so that (1) the department can manage course offerings more efficiently to advance degree completion by relying less on courses offered outside the department and, (2) to keep pace with trends in the study and practice of health communication such as an emphasis on internet/social media, patient advocacy, changes in insurance coverage and the Affordable Care Act, and careers in the health communication sector which focus increasingly on health campaigns and promotion.

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

**Graduate Bulletin 2018-2019, p. 222**

**Graduate Certificate in Health Communication**

~~The health care industry continues to grow in structure, size, and complexity with the advent of new technologies and the demands of an aging population. According to the U.S. Census Bureau’s website, the nation’s population will increase by 18 percent between 2000 and 2020. Thus, an additional50 million people will need to have their health care needs met. Moreover, by 2020, persons 85years and older will represent the fastest growing segment of the population. They will be major users of health care facilities and services.~~

~~Communication training for health care providers and consumers can help prepare individuals to effectively meet the communicative demands of health care practice. Specially, consumers must be able to communicate effectively with their health care providers to achieve their goals and providers must be able to communicate effectively with clients and co-workers to competently perform their duties. Moreover, the role of media and health information dissemination is an important variable in informing consumers about health related matters which may affect how they communicate with healthcare providers.~~

~~The courses selected for the certificate in health communication are chosen for their applicability for individuals working in the health care industry and for consumers who wish to understand the role of communication in health care processes and outcomes.~~

The health care industry is the fastest growing sector in the U.S. economy and continues to grow in structure, size, and complexity given the advent of new technologies, an aging population, the prevalence of chronic conditions, and the expansion of insurance coverage. Communication is a vital part of the healthcare industry. Health communication is relevant and integral for virtually all aspects of health and wellness including risk prevention and management, disease prevention, and health promotion. The courses selected for the certificate in health communication are chosen for their applicability both to individuals currently working in the health care industry and those who desire to enter it.

**Health Communication**

**Graduate Certificate**

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| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Core Requirements:** | **Sem. Hrs.** |
| COMS 5253, Intercultural Communication | 3 |
| ~~NURS 6483, Ethics in Health Care~~ COMS 5263, Organizational Communication | 3 |
| COMS 540~~2~~3, Seminar in Health Communication | 3 |
| ~~COMS 5243, Interpersonal Communication OR~~  ~~COMS 6243, Seminar in Interpersonal Communication~~*COMS 5433, Health Communication Campaigns* | 3 |
| ~~COMS 5253, Intercultural Communication~~ | ~~3~~ |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| **Select ~~six~~** three **hours from the following:**  ~~COUN 6423, Psychological Aspects of Aging~~  ~~ELSE 6023, Characteristics of Individuals with Disabilities~~  ~~HP 5453, Health Care Administration~~  ~~HP 6023, Health Policy and Economic Issues~~  ~~HP 6113, US Health Care~~ **~~OR~~**  ~~NURS 6833, American Health Care System~~  COMS 5243, Interpersonal Communication **OR** COMS 6243, Seminar in Interpersonal Communication  COMS 5423, Narratives in Health and Healing  COMS 5603, Crisis Communication **~~OR~~**  ~~COMS 5263, Organizational Communication~~  ~~MGMT 6003, Organizational Behavior in Health Care Organizations~~  ~~MGMT 6013, Human Resource Management for Health Care Organizations~~  ~~NHP 5103, Patient Education~~  ~~NURS 6303, Health Care Issues and Policy~~  COMS 6303, Seminar in Strategic Communications | **~~6~~** 3 |
| **Total Required Hours:** | **~~18~~15** |