

Science and Health Communication Graduate Certificate Program

- A. 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:
- a. Two foundational communication courses (6 credit hours; no prerequisites required):
 - COMM 6350 or COMM 6350E, Science Communication (3 hours)
 - Choose one of the following:
 1. COMM (HPBR) 6610, Health Communication (3 hours)
 2. COMM 8610, Seminar in Health Communication (3 Hours)
 - b. Electives (2 required, one must be writing focused):
 - i. Elective options within the Department of Communication Studies:
 - * COMM 6110, Speech Composition (3 hours)
 - COMM 6310 or COMM 6310E, Communication Strategies in Government (3 hours)
 - COMM 6360, Communication Strategies in Social Movements (3 hours)
 - COMM 8550, Advanced Topics in Interpersonal Communication (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)
 - ii. Electives outside of Communication Studies can include:
 - *P BIO 8920W, Explaining your Science (3 hours)
 - EETH (JURI) 7870, Environmental Dispute Resolution (2 hours)
 - JRMC 8170, Risk Communication (3 hours)
 - HPRB 7370, Social Marketing of Health: Theory and Process (3 hours)
 - HPRB 7310, Foundations of Public Health Communication (3 hours)

** These courses satisfy the writing requirement*

Note: Other courses may satisfy the requirement with approval of the director

- B. Students will complete the Learning Outcomes and Exit Survey (found below) and submit them to the Graduate Program Administrator (csgcoord@uga.edu) upon completion of required courses. Once all forms have been submitted, students should apply to graduate from the certificate program via Athena.

Learning Outcomes

Students should be able to demonstrate:

1. An understanding of major communication and rhetorical theories and methodologies and why those are important to the study of health and science communication respectively;
2. An ability to articulate best practices in health and science communication in applied contexts;
3. An understanding of why science and health communication is important for scientists, public health scholars, and other communicators

Please answer the following questions:

1. What are the strengths of a communication studies approach to the study of health messaging? (Outcome 1)
2. Name and describe two health communication theories and how they are used to study messaging and effects. (Outcome 1)
3. Provide an example of why communicators need to take into consideration “audience.” (Outcomes 1 & 2)
4. Name a health communication theory that resonated with you and explain why. (Outcome 1)
5. How do you anticipate applying what you learned from your Certificate classes to your own research and/or potential future employment? (Outcome 3)
6. What is an example of bad science communication and why was it significant? (Outcome 3)

7. What is the role of emotion in science and health communication? How is emotion communicated? (Outcome 1 & 2)

Exit Survey

Please answer the following questions. Your answers will provide valuable feedback and help us make any necessary adjustments/improvements to the certificate program.

1. Why did you decide to pursue the Certificate in Science and Health Communication?
2. Which courses did you find most valuable and why?
3. Which courses did you find least valuable and why?
4. Would you recommend the Certificate to other students? Why or why not?
5. How do you anticipate using what you learned in your future academic and professional endeavors?
6. Which electives were you able to take and were you satisfied with those choices?
7. Do you have any suggestions for the department as to how it can improve the Certificate program?