

HEALTH COMMUNICATION FOCUS

We are excited to launch a new health communication focus as part of Fairfield's Master of Arts in Communication program!

The field of health communication lies at the intersection of communication studies and public health. It is a rapidly expanding field that plays an important role in shaping public health planning, campaigns, and outcomes. Coursework related to the health communication focus will equip students with the tools they need in the workforce to research and apply messaging that promotes health equity, encourages behavior change, combats health disparities, and improves patient-centered outcomes in various communication contexts. Graduate students will explore a variety of topics, including theories related to communication and public health. By combining research, theory, and methods, the health communication focus will empower students to address important health issues and contribute to a healthier and more informed society.

Code	Title	Credits
Relevant coursework includes (but is not limited to):		
COMM 5324	Crisis Communication	3
COMM 5325	Organizational Communication and Advertising	3
COMM 5328	Palliative Care Communication in the United States and Italy	3
COMM 5330	Misinformation in Digital Media	3
COMM 5336	Social Media	3
COMM 5337	Visual Communication	3
COMM 5341	End of Life Communication	3
COMM 5343	Ethics and Medical Marketing Communication	3
COMM 5347	Communication in Healthcare Organizations	3
COMM 5348	Health Risk Communication	3
COMM 5400	Communication Philosophies, Theories, and Research Traditions	3
COMM 5401	Communication Research Design and Methodologies	3
COMM 5430	Written Communication	3
COMM 5501	Interpersonal Communication	3
COMM 5522	Communication and Organizational Leadership	3
COMM 5537	New Media Studies	3
COMM 5539	Advertising and Consumer Communication	3
COMM 5540	Intercultural Communication	3
COMM 5547	Healthcare Organizational Communication	3
COMM 5548	Health Communication	3