

North Hennepin Community College

COMM 1810: Introduction to Health Communication

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: Goal 01 - Communication, Goal 09 - Ethical/Civic Resp

This introductory course is intended to develop critical and analytical skills for understanding human communication in the health care industry. Students will discuss and apply various communication strategies in a variety of contexts, including patient care, between healthcare professionals, and with a larger public in the form of healthcare advocacy campaigns. The impact of cultural diversity and ethics in decision-making will be examined in the context of healthcare professions.

B. COURSE EFFECTIVE DATES: 12/15/2015 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Topics covered: the health communication process from the perspective of patients, personal and professional caregivers, and healthcare providers, and the communicative interactions of these groups. The challenges associated with balancing ethics in healthcare with diverse populations and diverse forms of media will be examined. The course will also discuss the role of persuasive and collaborative communication in the development and assessment of health campaigns and crisis communication.

D. LEARNING OUTCOMES (General)

1. Develop a variety of health messages; identify and explain why given messages are appropriate for a variety of audiences and delivery channels, including face-to-face and mediated contexts. (MnTC 1a, b, c, d, 2b, ELOs 1, 2)
2. Clearly communicate the importance and impact of cultural diversity and ethics into healthcare decisions. (MnTC 1c, 2c, d, 7d, e, 9b, c, d, ELOs 3, 4)
3. Generate an awareness of crisis communication and its impact on individuals and communities. (MnTC 1a, d, g, 2a, 9a, c, d, ELOs 1, 2)
4. Articulate a critical understanding of health communication in the health care industry. (MnTC 1b, g, 7d, e, ELOs 3, 4)
5. Analyze health and risk communication across a variety of forms of media. (MnTC 2b, c, d, 9a, b, c, ELOs 1, 2)

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

Goal 01 - Communication

1. Understand/demonstrate the writing and speaking processes through invention, organization, drafting, revision, editing and presentation.
2. Participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
3. Locate, evaluate, and synthesize in a responsible manner material from diverse sources and points of view.
4. Select appropriate communication choices for specific audiences.
5. Employ syntax and usage appropriate to academic disciplines and the professional world.

Goal 09 - Ethical/Civic Resp

1. Examine, articulate, and apply their own ethical views.
2. Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
3. Analyze and reflect on the ethical dimensions of legal, social, and scientific issues.
4. Recognize the diversity of political motivations and interests of others.

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

Knowledge of Human Cultures and the Physical and Natural World: Through study in the sciences, mathematics, social sciences, humanities, histories, languages, the arts, technology and professions.

Intellectual and Practical Skills - Including: Inquiry and analysis; Critical and creative thinking; Written and oral communication; Quantitative literacy; Information literacy; Teamwork and problem solving.

Personal and Social Responsibility and Engagement: Including: Civic knowledge and involvement, campus, local and global; Intercultural knowledge and competence; Ethical reasoning and action; Foundations and skills for lifelong learning.

Integrative and Applied Learning - Including: Synthesis and advanced accomplishment across general education, liberal studies, specialized studies and activities in the broader campus community