



Description of Major Courses For The BA in Health Communication

Fall 1

HPCH 203 Health Communication

This course is an introduction to human communication theory and practice. It emphasizes both interpersonal and group communication skills. The course introduces students to assumptions we make about communication and key elements of the communication process. The course attempts to highlight the connection between communication concepts and everyday life by using interactive methods that allow students to explore concepts in relation to their own personal experiences

HPCH 210 Health Communication Theory

This course investigates the nature of health communication theories and provides an overview of the main theoretical frameworks applied in the health promotion discipline and health communication in particular. This class will explore the theory, research, and skills associated with communicating in various care contexts which include communication among providers, family caregivers, patients, healthcare organizations, and in mediated messages in the marketing and promotion of health information and the politics of health care.

HPCH 205 Introduction to Public Health

This is an introductory course intended to introduce undergraduate students in the health communication program to the basic concepts, disciplines, principles of public health, and how PH functions and integrates other professions. Students learn how to link biological, physical and socio-political factors to health and illness, situated at individual, community, institutional and global levels through interactive lectures and consequent application sessions. Examples and case studies of contemporary health challenges and interventions from the world and particularly the Arab region will be used.

Spring 1

EPHD 203 Epidemiology and Biostatistics

An introductory course offered to undergraduates covering the basic principles of Epidemiology and Biostatistics. This course introduces students to the types and sources of epidemiological data, common measures of morbidity and mortality, the design and analysis of various epidemiological study designs, and the main biases and issues that threaten data validity. The course also covers exploratory data analysis, and introduces students to statistical techniques commonly used in the analysis of epidemiological data. The students will learn how to run basic statistical analyses on SPSS and interpret statistical output. The lab sessions for the epidemiology sessions will be in the form of discussion of practice questions or articles, and computer lab sessions will mainly introduce students to statistical analysis using the statistical package SPSS

MCOM 202 Communication Theory

An overview of the ways in which mass communication has been viewed by social scientists and by practitioners, with a focus on the range of issues studied and questions raised, and the schools, approaches, and trends in the field..

MCOM 241 Digital and Media Literacy

Introduces digital information literacy or the ability to effectively access, analyze, evaluate and create digital media. Examines how media messages shape politics, culture and society, and explores new media production skills, including blogs, podcasts, photo and video manipulation. Annually.

Fall 2

HPCH 237 Theories and Practice of Health promotion

This course will introduce students to an ecological perspective of health, specifically how health is shaped by different determinants. Case studies of current public health problems will be discussed to enhance understanding of how these determinants interact with one another and contribute to public health problems of interest. The importance of health behavior as a contributor to public health problems and the role of health promotion and health education in addressing these problems will be emphasized.

HPCH 211 Research Methods

This course is an introduction to methods for research used in health communication. It introduces students to the theoretical thinking and application of both quantitative and qualitative methodologies as they apply to health communication research. Students will learn how to frame questions, review scientific literature, select appropriate designs and methodologies to measure knowledge, attitudes and behavior, and analyze data to guide communication strategies. Students are provided with opportunities to apply various techniques of data collection and analysis to interpret research findings and use them effectively in decision-making about health communication activities and programs.

MCOM 215 Media Law and Ethics

A survey of Lebanese, Arab and International media laws and regulations, and their application within the realms of journalism, public relations, advertising, digital media, and entertainment, with an exploration of ethical guidelines, moral values, and social responsibilities of media scholars, practitioners and educators.

Spring 2

HPCH 204 Social Marketing

This course is designed to introduce students to the main concepts and applications of Social Marketing in public health. Social Marketing is a framework used to plan and implement behavior change and social change initiatives; its goal is to influence social and behavioral change to promote health among individuals and communities, using strategies and tactics based on science and consumer research¹. In this course, students will learn the fundamental principles and theoretical underpinnings of Social Marketing, and will apply them in real situations and settings

EPHD 213: Survey Methods

EPHD213 is a two-credit undergraduate course that provides students with a general overview of quantitative research methods, with an emphasis on survey research. In this course, students will select one of several research topics/questions suggested by the instructor, conduct a literature review, analyze secondary data, synthesize the main findings in tables/graphs, and summarize and present the results in an oral (student final presentation) and written format (student final paper). The course will also cover research ethics, and main ethical considerations to address during a research project.

MCOM 247 Trauma Journalism

This course aims to sensitize and train students on how to deal with victims of trauma, conflict and violence, including war, suicide, homicide, rape, domestic violence and other traumatizing experiences. It teaches students how to ethically and fairly cover trauma victims, how to protect themselves physically and psychologically from the negative effects of trauma reporting, and how to professionally and sensibly tell the trauma story to their audiences. Prerequisite: MCOM 203 or consent of instructor.

HPCH 209 eHealth for Public Health

Social media and mobile applications have become ubiquitous in nearly all aspects of our lives. These technologies are changing the ways healthcare providers interact with and deliver care to their clients, researchers design and implement health promotion and intervention programs, and consumers gather health information and make health decisions. This course is designed to introduce students to eHealth, which encompasses the use of mobile and social media

¹ CDC, Centers for Disease Control & Prevention. (2011, May 10). What is Health Communications? Available from: <http://www.cdc.gov/healthcommunication/healthbasics/whatishc.html>

technologies to deliver healthcare and promote health. We will explore how mobile technologies and social media can be used to address public health issues, considering methodological, conceptual, ethical, and design issues. Topics to be inquired in this course include: technology-based doctor-patient interaction, user-generated narratives, health promotion and interventions through mobile and digital media, online risk behaviors, health surveillance, to name a few.

Summer

HPCH 250 Practicum

A practicum in which students gain field experience in the development, implementation, and/or evaluation of health communication activity. At the end of the second-year students will be placed at a community site where they will be able to apply knowledge and theory learned in the classroom setting within a health communication activity.

Fall 3

HPCH 200 Global Health and Conflict

The course presents an overview of global public health through a multidisciplinary approach. This will be accomplished through readings and other materials from public health, the social sciences, and the humanities on global public health issues, as well as through learner-centered class activities and writing assignments. The course will trace the origins of global health as a field and analyze the role of different international, national and local actors in current global health issues. Throughout the semester, students will examine case studies of current global health challenges; identify their social, economic, and political causes; and discuss approaches and policies that ensure health, equity, and social justice.

HPCH 208 Advocacy and activism for Social Change

In this course, students are exposed to the art and science of advocacy in public health. The course covers the basic elements of an effective evidence based advocacy process, including defining the issue, defining the audiences and crafting advocacy messages. . Students work in groups to develop an advocacy tool, such as a newspaper article, a letter of complaint, or a policy statement for an advocacy project addressing a public health issue of relevance to Lebanon or a country of the region.

HPCH 206 Media Relations

This course is aimed to reflect on the role of media relations in communicating and disseminating the activities of public health institutions and health care organizations. This course makes use of current public health issues and topics (e.g., health and wellness, health determinants and health policies) to explore the relationship between journalists and public health and health care organizations. The role of health journalism is also discussed in relation to the role of public health professional with a degree in Health Communication.

MCOM 246 Digital and Multimedia News

An introduction to digital and multimedia news writing, reporting, researching, producing, and

disseminating online. The course covers basic digital and Web design principles, photojournalism, audio reporting, video journalism, news blogging, social media reporting, CMS managing, multiplatform publishing, and writing for a converged news environment. It also covers emerging new media issues, such as interactivity, information architecture, and individualization.

HPCH 251 Capstone seminar

This course/seminar is taken during the last semester of the BA program in health communication; it is closely linked to the summer internship students are required to complete between their second and third year. The course is designed to challenge students to critically reflect on the knowledge they have gained in all their prior coursework and then synthesize that knowledge with field experience, with a focus on the role of health communication in contributing to public health in Lebanon. The course provides students with the opportunity to further develop the full set of competencies essential for a health communication graduate. It also provides them time and space to sharpen their leadership and other professional skills, as well as demonstrate independent thinking and respect for diversity.

Spring 3

HPCH 201 Health Awareness

This course in health awareness and behavior is intended to introduce students to the modern concepts of holistic health comprising the physical, mental, social, and spiritual dimensions of health and wellness. It aims to expand their knowledge on health issues to help impact perceptions, attitudes and behaviors that lead to higher levels of health and wellness and reduce vulnerability to illness and disability. This is achieved through a dynamic and opportune classroom setting for active undertaking of critical assessment of their health attitude, knowledge and life-style behaviors. The course will encourage participation in class discussions, material presentation, and class debates around issues related to students' daily health habits and behavior. Ultimately, it is expected that students will be enabled to examine their attitudes toward health issues, encouraged to engage in a health behavioral change, and to reinforce/promote a healthier lifestyle and make informed decisions regarding their health that will not only prevent or delay the onset of certain health conditions, but also promote wellness.

HPCH 207 Risk Communication in Public Health Practice

In this course students will learn the basic concepts of risk communication and its applications in public health. Risk communication is defined as the “process of exchanging information about the nature, magnitude, significance, or control of risk” (Covello, 1992, p. 359²).

In this course, we will cover the basic principles of theories of risk perception (e.g., Prospect Theory) and discuss their applications in public health incidents responses. We will include

² Covello, V. T. (1992). *Risk communication: An emerging area of health communication research*. In S. A. Deetz (Ed.), *Communication yearbook 15* (pp. 359-373). Newbury Park, CA: Sage.

elements of risk message framing, public engagement, using traditional and social media, as well as ethical considerations of public communication. At the end of this course, students will be able to apply these concepts to design messages to convey risk information in public health by producing messages in various formats, including fact sheets, press releases, video scripts, text messages, media kits. The final presentation will consist of a mock press conference on a pre-determined topic

HPCH 212 Design and Evaluation of Health Communication Activities 2.2; 3cr.

In this course, students learn how to plan, implement, and evaluate health activities, starting with the health-related needs assessment in the community to determine priority areas for health education. Based on these areas, students go through the process of developing objectives, selecting appropriate activities, obtaining support from decision makers, and implementing an activity.

HPCH 215 Project Management Skills.

This course aims to familiarize students with basic concepts and terminology in project management. It provides an overview of the project life cycle, and a set of skills and tools in project management. It also exposes students to basic resources management.
