

COMMUNICATING IN HEALTHCARE, CERTIFICATE (0475)

Program Coordinator

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The Communicating in Healthcare Certificate is designed to provide students with a deep understanding of the role of communication in healthcare contexts. This certificate will explore interpersonal as well as organizational factors affecting healthcare and will assist students in developing communication strategies and skills. Students completing the program not only will understand how to communicate more effectively within their health profession but also will know how better to communicate with patients to maximize compliance and enhance advocacy.

This certificate provides 9 hours of advanced coursework in communication within the healthcare context. Students will take 6 credit hours of required courses related to health communication and health campaigns, and 3 credit hours of restricted electives from the healthcare administration, public health, or nursing courses. All of the coursework can be completed online and in one year.

Program Admission

Graduate Studies Admission

Please refer to the admission section (<http://catalog.wku.edu/graduate/admission/>) of this catalog for Graduate Studies admission requirements.

Program Requirements (9 hours)

Code	Title	Hours
Required Courses		
COMM 523	Health Communication	3
COMM 553	Health Communication Campaigns	3
Restricted Electives		
Select 3 hours from the following:		3
HCA 540	Health Care Organization and Management	
HCA 541	Strategic Management & Marketing of Health Services	
PH 548	Community Organizing in Public Health	
PH 578	Health Inequities	
PH 580	Public Health Foundations and Practice	
PH 581	Applied Methods in Public Health Practice/Field Epidemiology	
PH 587	Health Behavior Theory	
NURS 528	Leadership and Management in Nursing Administration	
Total Hours		9