

HEALTH COMMUNICATION-BA OR BS

THIS IS A **GENERAL** CURRICULUM GUIDE AND IS NOT APPLICABLE TO EVERY STUDENT. IT IS IMPORTANT TO MEET WITH YOUR ADVISOR.

Health Communication major (52 credits)

School of Communications Core (9 credits)

- **COM 101 Concepts of Communication** (3) (*CLAS Voyage: Embarking*)
- **COM 295 Communication Theory** (3)
Prerequisite: COM 101
- **COM 201 Speech** (3) (*CLAS Voyage: Experiential Learning*)

Capstone (3 credits)

- **COM 495 Issues in Communications** (3) (*CLAS Voyage: Capstone*)
Prerequisite: Senior Standing

Biomedical Sciences Core (10 credits)

- **AHS 100 Medical Terminology** (3)
- **BMS 202 Anatomy and Physiology** (4)
- **CHM 102 Chemistry and Society** (3)
**A higher-level laboratory chemistry class [such as CHM 109 (4) or CHM 125/126 (4)] can be substituted for CHM 102.*

Health Communication Core (21 credits)

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| <ul style="list-style-type: none"> — CAP 210 Advertising Basics (3)
<i>Prerequisite: WRT 130 or 150 with a grade of C or higher</i>
<i>Requires permit to enroll for Health Communication majors</i> — CAP 220 Public Relations Basics (SWS) (3) (<i>CLAS Voyage: Experiential Learning</i>)
<i>Prerequisite: WRT 130 or 150 with a grade of C or higher</i>
<i>Requires permit to enroll for Health Communication majors</i> — CAP 330 Social Media Strategy (3)
<i>Prerequisite: Junior Standing</i> | <ul style="list-style-type: none"> — HCO 209 Health Communication Systems (3) (<i>CLAS Voyage: Experiential Learning</i>)
<i>Prerequisite: Sophomore standing</i> — HCO 290 Communication, Science and Environment — HCO 410 Senior Seminar in Health Communication (3) (<i>CLAS Voyage: Experiential Learning</i>)
<i>Prerequisites: HCO 209; senior standing</i> — COM 490 Internship (3) (<i>CLAS Voyage: Experiential Learning</i>)
<i>All internships require a permit for registration. See the internship agreement form on the school of Communication website: (www.gvsu.edu/soc).</i> |
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Major Electives (9 credits)

Please complete 9 credits (**three** courses) from any of the following academic interest options below or consult with your faculty advisor for assistance in choosing electives.

Elective _____ (3) Elective _____ (3) Elective _____ (3)

Global Communication, Health and Ethics

- CAP 325 Advertising & Public Relations Ethics & Law (3)
- CAP 425 International Advertising & Public Relations (3)
- COM 372 Global Communication (3)
- COM 378 Intercultural Communication (3)
- COM 438 Communication Ethics (3)

Health and Science

- AHS 310 Equity in Health Care (3)
- AHS 340 Health Care Management (3)
- BMS 223 Infectious Human Diseases (3)
- PH 222 Public Health Concepts (3)

Business and Marketing

- MGT 268 Business Process & Management Information Systems (3)
- MGT 331 Managing People & Organizations (3)
- MKT 300 Marketing Management (3)

Health and Media

- CAP 315 Advertising and Copywriting (3)
- CAP 321 Media Relations Writing (3)
- CAP 331 Social Media Campaign (3)
- CAP 423 Writing Corporate Communications (3)
- JBM 256 News Reporting (SWS) (3)
- JBM 260 Digital Journalism Workshop (3)

Community Health and Safety

- PNH 101 Public & Nonprofit Organizations in Action (3)
- PNH 310 Politics & Health Policy (3)
- PNH 330 Health Care Financing (3)
- PNH 335 Grant Writing (3)
- PNH 395 Emergency Management (3)

It is imperative to meet with your faculty advisor and an advisor in the CLAS Academic Advising Center regularly.

The CLAS Academic Advising Center is located in C-1-140 MAK, 616-331-8585.

Online at: <http://www.gvsu.edu/clasadvising>

Degree: B.A. or B.S. (choose one)

Bachelor of Arts (B.A.)

Option 1: Third semester proficiency (201 level) required. This may be fulfilled through the language placement test (<https://www.gvsu.edu/ml/l/language-testing-8#LPE>) or by completing the courses listed below:

[Language 101*(4), 102*(4) and 201*(4)] or [Language 150*(4) and 201*(4)]
 150 is a hybrid of 101 & 102 and is recommended for students with previous language background; students may move into Language 201 after completing Language 150).

*A grade of C or better (not C-) is required for language courses

Option 2: American Sign Language (12 credits)

ASL 201(3), ASL 202(3), ASL 203(3) and ASL 421 or 380 (3)

Bachelor of Science (B.S.)

— **STA 215 Introduction to Statistics (3)**

Prerequisite: MTH 108+MTH 109 or MTH 110, or fulfillment of MTH 110 through [Math Placement](#)

— **COM 374 Foundations of Communication Research (3)**

Prerequisites: COM 101

— **COM 375 Communication Research (3)**

Prerequisite: STA 215

Sample Plan

Year One
COM 101 (3) AHS 100 (3) CHM 102 (3) ¹ WRT 130 OR 150 (3-4) BA or BS Course (3-4) BA or BS Course (3-4)
Year Two
COM 201(3) HCO 209 (3) CAP 210 (3) ² CAP 220 (3) BMS 202 (4) BA or BS Course (3-4)

Year Three
HCO 290 (3) COM 295 (3) CAP 330 (3) Major Elective (3) BA or BS Course (3-4) (if still needed)
Year Four
COM 495 (3) HCO 410 (3) COM 490 (3) Major Elective (3) Major Elective (3)

Freshman (0-24 credits) Sophomore (25-54 credits) Junior (55-84 credits) Senior (85+ credits) 120 cr. required to earn degree
*Students should complete an average of 30 credits per year to earn the required 120 credits to graduate within a 4-year time span
*The block tuition rate is for 12-15 credits. You will pay additional tuition for any credits over 15 (12cr. is the minimum required to be full-time).
*This sample plan does not account for all general education requirements


¹Students who self-place into WRT 120 should take this course in the fall semester and then take WRT 130 in the winter semester of their first year. WRT 150 can take it in either semester during their first year. Students will not need to take WRT 150 if they have earned credit for the course through AP/Dual Enrollment. A grade of C or better (**NOT A C-**) is required in WRT 130 or 150 to satisfy the WRT requirement.

²SWS = Supplemental Writing Skills. Students must complete 2 courses with a SWS attribute.

General Education Overlap

Mathematical Sciences: STA 215 (if selecting the B.S. degree)	Physical Science: CHM 102 (or CHM 109)
Life Science with Lab: BMS 202	Issues: AHS 340, COM 378, COM 438, ANT 320, CAP 315, CAP 331
Supplemental Writing Skills: CAP 220, CAP 423	Social and Behavioral Science: COM 201

CLAS Voyage

Embarking: COM 101	https://www.gvsu.edu/clas/clas-voyage-1184.htm 
Experiential Learning (need two): HCO 209, HCO 410, CAP 220, COM 201, COM 490	
Capstone: COM 495	

Guide for Declaring the Health Communication Major

1. Log into myBanner from the GVSU homepage
2. Once logged in select "Student", "Student Records", and then, "Change Major"
3. Click on the "Change Major 1/Program" box
4. Click on the down arrow in the box next to "New Major 1/Program," from here scroll down and choose "Health Communication-BA" **OR** "Health Communication-BS" depending on your degree
5. Click "Submit" and then "Change to New Program"