

# 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 (66 credits)	
School of Communications Core (9 credits)	Capstone (3 credits)
— <b>COM 101 Concepts of Communication</b> (3) — <b>COM 295 Theories of Communication</b> (3) Prerequisite: COM 101 — <b>COM 201 Speech</b> (3) <b>OR</b> <b>COM 215 SWS Story Making</b> Prerequisite: WRT 150	— <b>COM 495 Issues in Communications</b> Prerequisite: Senior Standing
Biomedical Sciences Core (21 credits)	
— <b>BIO 104 Biology for the 21<sup>st</sup> Century</b> (4) — <b>BMS 202 Anatomy and Physiology</b> (4) — <b>BMS 223 Public Health Concepts</b> (3) (W)	— <b>CHM 109 Introductory Chemistry</b> (4) — <b>AHS 340 Health Care Management</b> (3) — <b>AHS 100 Medical Terminology</b> (3)
Health Communication Core (27 credits)	
— <b>CAP 210 Fundamentals of Advertising</b> (3) Prerequisite: WRT 150 with grade of C (not C-) or better — <b>CAP 220 SWS Fundamentals of Public Relations</b> (3) Prerequisite: WRT 150 with grade of C (not C-) or better — <b>CAP 321 Media Relations Writing</b> (3) Prerequisite: CJR 256 — <b>CJR 256 News Reporting I</b> (3) Prerequisite: WRT 150 — <b>CJR 390 Technical Writing</b> (3) Prerequisite: CJR 256 or permission of instructor	— <b>COM 209 Health Communication Systems</b> (3) Prerequisite: Sophomore standing — <b>COM 410 Senior Seminar in Health Communication</b> (3) (W) Prerequisites: COM 209; senior standing — <b>COM 490 Internship</b> (1-6)  — <b>MKT 350 Marketing Management</b> (3) Prerequisite: Junior standing
Electives (6 credits)	
Consult with your faculty advisor for assistance in choosing elective courses in the major	
— Elective _____ (3)	— Elective _____ (3)

Degree: choose one (B.A. or B.S.)	
Bachelor of Arts (B.A.)	Bachelor of Science (B.S.)
Third semester proficiency (201 level) is required for the B.A. degree. This may be fulfilled through language placement ( <a href="http://www.gvsu.edu/mlt/language-placement-the-opi-108.htm">http://www.gvsu.edu/mlt/language-placement-the-opi-108.htm</a> ) or by completing the courses listed below — <b>Language 101*</b> (4) — <b>Language 102*</b> (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) — <b>Language 201</b> (4)	— <b>STA 215 Introduction to Statistics</b> (3) Prerequisite: MTH 110 or equivalent — <b>MKT 352 Marketing Research</b> (3) Prerequisites: MKT 350 and STA 215 — <b>COM 375 Communication Research</b> (3) Prerequisite: STA 215

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>

### Sample Plan

<b>Year One</b>
COM 101 (3) BA or BS Course (3-4) BIO 104 (4) CHM 109 (4) WRT 150 <sup>1</sup> (4) MTH 110 (4)
<b>Year Two</b>
COM 201 or 215 (3) COM 209 (3) CAP 210 (3) CAP 220 (3) CJR 256 (3) AHS 100 (3) BMS 202 (4) BA or BS Course (3-4)

<b>Year Three</b>
CAP 321 (3) COM 295 (3) AHS 340 (3) MKT 350 (3) BMS 223 (3) BA or BS Course (3-4) Major Elective (3)
<b>Year Four</b>
COM 495 (3) CJR 390 (3) COM 410 (3) COM 490 (3) Major Elective (3)

\*Students must complete a total of two courses with an SWS attribute  
 \*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

<sup>1</sup> Students who self-place into WRT 098 should take this course in the fall semester and then take WRT 150 in the winter semester of their first year. Students who self-place into WRT 150 should normally take this course in the winter semester of 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 is required in WRT 150 in order to satisfy the WRT 150 requirement at GVSU.  
 Credits earned for WRT 098 or ESL 098 do not count toward the required 120 credits for graduation, however they do count for GPA, financial aid, and full time status

### 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"

### General Education Overlap

<b>General Education Categories fulfilled by the Health Communication major:</b>	
Mathematical Sciences: STA 215 if selecting the B.S. degree	Physical Science with Lab: CHM 109
Life Science with Lab: BIO 104 and BMS 202	