Twin Cities Campus

Health Communication M.A.

School of Journalism & Mass Communication
College of Liberal Arts

Link to a list of faculty for this program.

Contact Information:
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- Program Type: Master's
- Requirements for this program are current for Fall 2016
- Length of program in credits: 30
- This program requires summer semesters for timely completion.
- Degree: Master of Arts

Along with the program-specific requirements listed below, please read the General Information section of the catalog website for requirements that apply to all major fields.

The School of Journalism & Mass Communication's (SJMC) MA health communication (integrated BA/MA track) program prepares students for healthcare careers that rely on the strategic use of health information to communicate with patient and nonpatient publics, care providers, administrators and other public health stakeholders. The program is designed around a curriculum of academic and professional skills courses from strategic communication, public health and other relevant disciplines.

The curriculum includes a summer practicum experience in a health media or health care organization. The program's balance of conceptual prowess and practical skills prepares its graduates to be expert health communication professionals in a variety of health care positions. Students who complete this program will have a combination of specific message strategy/content development skills and the subject knowledge demanded by the healthcare workplace. Every workplace now requires professionals who can communicate clearly and strategically about their subject matter with multiple audiences and using a variety of communication channels. This is especially true in the arena of health care.

This program provides an Integrated BA/MA option for eligible University of Minnesota journalism/strategic communication track BA students also interested in completing the school's health communication MA degree. The integrated BA journalism/MA health communication sub-plan enables students to complete both degrees in five years.

The combination of skills and context courses at the undergraduate level, and the sophisticated academic and practice-based courses at the graduate level will ensure that graduates of this program are fully prepared to contribute to their workplaces from day one.

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Program Delivery

This program is available:

- via classroom (the majority of instruction is face-to-face)

Prerequisites for Admission

The preferred undergraduate GPA for admittance to the program is 3.50.

Other requirements to be completed before admission:
Students must be enrolled in the BA in journalism/strategic communication track to apply for Integrated BA journalism/MA health communication sub-plan admission. Admission is considered for summer term only; the application deadline is February 15.

Special Application Requirements:

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Applicants must submit a department application; a statement of objectives articulating interest and readiness for the program; a complete set of transcripts; an academic and professional work sample; a resume or curriculum vita; and scores from the General Test of the GRE.

Applicants must submit their test score(s) from the following:

- GRE
  - General Test - Verbal Reasoning: 155
  - General Test - Analytical Writing: 4.5

Key to test abbreviations(GRE).

For an online application or for more information about graduate education admissions, see the General Information section of the catalog website.

Program Requirements

Plan B: Plan B requires 30 major credits and up to null credits outside the major.The final exam is written. A capstone project is required.
Capstone Project: JOUR 8193, Health Communication Capstone, allows you to focus on different aspects of health communication relevant to your interests. Students will prepare a final projecta publishable article, a multimedia projection, an original research paper or other optionsaimed at a particular audience. This project is completed during the second semester of the MA program.

This program may not be completed with a minor.

Use of 4xxx courses toward program requirements is permitted under certain conditions with adviser approval.

A minimum GPA of 3.0 is required for students to remain in good standing.

At least 0 semesters must be completed before filing a Degree Program Form.

Core Courses

JOUR 5541 - Mass Communication and Public Health (3.0 cr)
JOUR 5542 - Theory-based Health Message Design (3.0 cr)
JOUR 5543 - Programs for Social Good: Design and Evaluation (3.0 cr)
PUBH 6320 - Fundamentals of Epidemiology (3.0 cr)

Electives

Take 12 or more credit(s) from the following:

- JOUR 5501 - Communication, Public Opinion, and Social Media (3.0 cr)
- JOUR 8650 - Seminar: Psychology of Media Effects (3.0 cr)
- JOUR 8720 - Health Communication Theory and Research (3.0 cr)
- PUBH 6025 *{Inactive}*(2.0 cr)
- PUBH 6055 - Social Inequalities in Health (2.0 cr)
- PUBH 6085 *{Inactive}*(2.0 cr)
- PUBH 7214 - Principles of Risk Communication (1.0 cr)
- PUBH 7226 *{Inactive}*(1.0 cr)
- PSY 5205 - Applied Social Psychology (3.0 cr)
- WRIT 4501 - Usability and Human Factors in Technical Communication (3.0 cr)
- WRIT 5112 - Information Design: Theory and Practice (3.0 cr)
- WRIT 8520 - Seminar in Scientific and Technical Communication (3.0 cr)
- WRIT 8550 - Seminar in Technology, Culture, and Communication (3.0 cr)
- WRIT 5561 - Editing and Style for Technical Communicators (3.0 cr)

Capstone

JOUR 8193 - Health Communication Capstone (3.0 cr)

Practicum

JOUR 8194 - Health Commuinication Practicum (3.0 cr)

Program Sub-plans

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Information current as of March 28, 2024

A sub-plan is not required for this program.
Students may not complete the program with more than one sub-plan.

Integrated BA Journalism/ MA Health Communication

This sub-plan is limited to students completing the program under Plan B.

The SJMC offers an early-admission opportunity for eligible University of Minnesota journalism/strategic communication BA students also interested in completing the health communication MA degree. The integrated BA journalism/MA health communication sub-plan enables journalism/strategic communication majors to take 9 credits during their senior (fourth) year, and to complete the MA after a fifth year of full-time graduate study plus one summer. Interested journalism/strategic communication undergraduates should contact the SJMC advisor for more information. The integrated BA journalism/MA health communication sub-plan application deadline is February 15 of the student's junior year, and admission to the sub-plan is contingent on a formal admissions process. Students admitted to the sub-plan must maintain timely degree progress to ensure all undergraduate degree requirements are completed by the end of their fourth year. The sub-plan is open to journalism/strategic communication track undergraduates only. Double majors may apply, but only if they choose to complete the senior project requirement in journalism.

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