

CHSC6210 STUDENT LEARNING OBJECTIVES:

This course will prepare students to do the following:

- Understand the history of health communication campaigns;
- Understand persuasion in the context of such campaigns;
- Understand behavioral theories involving health communication campaigns;
- Apply these theories to practical health communication scenarios;
- Improve spoken and written communication skills;
- Lead class discussions;
- Design campaign materials;
- Develop health communication campaigns.