M.S. in Health and Strategic Communication

DEPARTMENT OF COMMUNICATION STUDIES

Health and Strategic Communication is the study and use of communication strategies to inform and influence individual, institutional, community and public audiences about important health issues. Our mission is to help improve policy and decision-making through evidence-based research, analysis, and application.

Role of the Health Communicator

Health and Strategic Communication is one of the fastest growing areas in communication and medical-related fields. Health communicators create shared meaning about health care and conditions in important applied contexts via:

- Crafting culturally competent messages to change health behaviors
- Educating the public and the healthcare industry about relevant health information
- Working to develop, implement, and evaluate widespread community health-based programs
- Improving relationships between patients, family members, and health-care providers
- Working one-on-one with community groups to achieve community health-care goals
- Helping with emergency and crisis communications and related decision-making

Academic Program and Research

This program examines health and strategic communication from perspectives grounded in interpersonal, family, organizational, media, and health behavior theories and related evidence-based messages and decision-making.

Courses are designed to educate students in:

- Health communication theory
- Quantitative and qualitative research methodologies
- Patient and provider interactions
- Health care organizations
- Health care reform issues
- Strategic and crisis communication from multiple perspectives
- Informed health-related decision-making and behavior change
- Health campaign design, strategies, implementation, and evaluation
- Health literacy
- Delivering upsetting news
- Family and professional caregiving
- Health-related uncertainty and information management
- Media and health
- Intercultural sensitivity and/or cultural competence
- Quality of interpersonal relationships

Careers

Graduates of Health and Strategic Communication can seek jobs in:

- Local, state, and federal agencies
- Hospitals
- Non-profit organizations
- Public health departments
- Community organizations
- Insurance companies
- Foundations
- Publishing firms
- Biotech companies
- Universities

Graduates of our program have been employed as:

- Health communication strategists
- Government health information specialists
- Patient account specialists
- Communications directors
- Account coordinators
- Health care assistants
- Public health associates
- Research associates
- Program managers
- Intervention support specialists

How to Learn More

FOR ADMISSION REQUIREMENTS or to RSVP for an upcoming information session, contact the Office of Graduate Admission at (888) CU-APPLY, or visit us online at chapman.edu/gradadmission.

FOR ACADEMIC PROGRAM REQUIREMENTS, contact the Health and Strategic Communication program manager at (714) 744-7837 or visit us online at chapman.edu/ms-health-comm.