

**MPH Program: Matrix of Course Offerings**  
*Health Communication Courses*

Course Number and Title	Instructor	Course Unit	Term	Description
COMM 510: <i>Attitudes, Values &amp; Behavior</i>	Michael Cody, PhD.	4	Fall	The purpose of this course is to teach the theory and practice of social influence processes, including “compliance” techniques used in face-to-face encounters through the use of dramatic serials to achieve intended goals: to inform, to change people’s attitudes, to change behavioral intentions, to change behaviors, and to change beliefs and norms. The class begins with a discussion of compliance principles often used in face-to-face settings and then jumps to a very popular topic: using dramatic serials to reach and influence viewers (“entertainment-education approach”). The course proceeds through a discussion of persuasion theories (theories geared toward attitude and belief change) and then discusses the relevance of particular components of persuasion: source, message, channel and receiver.
COMM 520: <i>Social Roles of the Mass Media</i>	Peter Clarke, PhD.	4	Fall	Students examine how media shape symbolic words – people’s conversations, their personal identities, their views of politics and power, the marketing of goods and services, and other realms of life. Materials emphasize the American experience. The exploration will follow five themes, each of which rests on a required text. Themes include: strengths and shortfall in reporting the news; the epidemiology of influence; tools for understanding shared culture; advertising and commercialism; and information architecture.
COMM 528: <i>Web Design for Organizations</i>	Judson Ferris Ferdon & Josh Mooney	4	Fall	This course examines the role of the Internet in for-profit and non-profit organizations. Specifically, it provides an overview of how organization can leverage their online presence to impact sales, strengthen marketing, improve consumer relationships, and public relations and devise corporate communication strategies. Students learn to assess organizations’ online needs, to examine the use of the Internet in terms of electronic commerce and global pressures, and design web page strategies.
COMM 530: <i>The Social Dynamics of Communication Technology</i>	Bill Dutton, PhD	4	Summer	This course provides students with an understanding of how social factors shape technical change in information and communication technologies (ICT) as well as their societal implications. Students are introduced to theoretical perspectives on technology and society that they can use to think critically about the adoption and design – not only the impact – of ICTs in social, governmental, educational and business settings. Emphasis is given to the impact of television, satellites, computers and other new technologies to examine competing theories about the role of technology in society and the historical effects of their introduction.
COMM 575: <i>Advocacy and Social Change in the Entertainment Media</i>	Lynn Miller, PhD.	4	Fall	This course is intended to provide a framework for thinking about advocacy and social change in entertainment and media. The focus will be on sampling from a variety of literature (e.g., public policy, social science, broadcasting and electronic media) and developing a “planbook” for how to evaluate current trends in the media regarding a given social issue and how one would attempt to advocate for and bring about social change regarding an issue.

Course Number and Title	Instructor	Course Unit	Term	Description
COMM 582: <i>International Communication: National Development</i>	C.S. Bia, PhD & Ishita Sinha Roy, PhD	4	Spring	This course provides an understanding of the role of communication, technology and media representation in the construction of the national/global. Globalization and nationalism is examined through the lens of the relations between the U.S. and Europe as representatives of the first-world, and developing countries in Asia, Africa, and Latin America as their-world production/labor sites. Students will investigate various theoretical perspectives and case studies that shed light on the important issues related to development and internalization.
COMM 583: <i>Global Entertainment Education Programs</i>	Michael Cody, PhD.	4	Varies	Students explore the development and use of entertainment education, a communication approach that uses drama, suspense and humor to educate viewers about health, safety, human rights and a number of social and work-related issues. Emphasis is given to the value, importance, methods and evaluation of entertainment education as a vehicle for fostering social behavior change.
COMM 581: <i>Media and Social Services: Design and Evaluation of Campaigns</i>	Doe Mayer, PhD., Peter Clarke, PhD	4	Fall	This course looks at how messages are communicated from social service organizations to various audiences, focusing on media and interpersonal outreach efforts in areas such as antismoking, safer sex, crime prevention and immunization intervention – both nationally and internationally. Students learn how to design and evaluate communication campaigns that effectively promote messages of behavior change, with particular interest in message design, dissemination techniques and evaluation strategies.
COMM 587: <i>Audience Analysis</i>	Shelia Murphy, PhD.	4	Fall	This course is designed to familiarize students with the fundamental principles of audience research including an overview and critique of traditional and more cutting-edge methodologies (i.e., Nielsen ratings, focus groups, shadow juries, exit polls, tracking via Internet use and purchases, physiological measures, psychographic profiles). The primary goal is to provide students with the tools necessary to analyze both national and international mass media markets as well as to be more critical consumers of research produced by others.
PM 526: <i>Communication in Public Health</i>	Tess Cruz, PhD, MPH	4	Spring	This course is designed for graduate students in public health to improve the effectiveness of community-based communication strategies in health promotion and disease prevention. It will include a review of health communications theories, assessment of audiences and their needs, campaign design, evaluation, social marketing, media advocacy, and a review of major public health campaigns.
PM 536 Program Evaluation & Research	Thomas Valente Ph.D	4	Fall	This course examines the concepts, tools, data collection, analysis methods and design used to evaluate health promotion programs. Examples come from domestic and international substance abuse prevention programs, family planning, and reproductive health programs. The goal of the course is to enable students to conduct competent and interesting evaluations of health-related programs. The course consists of reading material, class discussion, computer and data analysis assignment, and two exams. Data analysis will be conducted using SAS statistical package available on campus computers and data will be provided from the instructor's existing projects.