

# B.A. in Health and Science Communication

Academic Program Guide for **New First-Year Students** (Effective Fall 2020)

Dept. of Communication Studies; Departmental Advisor: Alicia Groatman

## Rowan University Graduation Requirements for all Majors / Degrees

- Students must complete at least 120 semester hours (sh) of coursework that apply to their Rowan University degree.
- Students must have a cumulative GPA of at least 2.0 in Rowan University coursework. (Transfer courses/credit do not count toward the RU GPA.)
- A minimum of 30 sh of coursework must be completed at/through Rowan University.
- Only grades of "D-" or above may apply to graduation/degree requirements. (Some programs may set higher minimums.)
- Students must meet the Rowan Core and Rowan Experience Requirements.
  - An individual course can potentially satisfy one Rowan Core literacy and/or multiple Rowan Experience attributes.
  - Rowan Core and Rowan Experience designations are listed in course details in Section Tally ([www.rowan.edu/registrar](http://www.rowan.edu/registrar)) and may also be searched on that site under "Attributes." A list of Rowan Core courses is here: <https://confluence.rowan.edu/display/AS/Rowan+Core+Course+List>.
- Students must apply for graduation and should do so for the term in which they will complete all program requirements.

## Program-Specific Graduation Requirements for this Major / Degree

- Students must receive a grade of C- or better in all courses satisfying Major requirements.
- Students must have a G.P.A. of at least 2.0 in Foundation, Upper-Level, and Concentration Courses in the Major.

## Rowan Core Requirements<sup>1</sup>

*Students must satisfy all six Rowan Core Literacies. A minimum total of 3 sh of coursework is required to satisfy each Literacy. With the exception of the 9 sh counted here for Communicative Literacy, credits attached to the courses in this section will apply elsewhere.*

- (COML) Communicative Literacy: *Must be met by the following three courses or their official equivalents:*
  - COMP 01111 College Composition I (3 sh)     COMP 01112 College Composition II (3 sh)     CMS 04205 Public Speaking (3 sh)
- (ARTL) Artistic Literacy      *Recommendation from major:* ART 09251 or ART 09454 or ANTH 02225 or CHOICE (3 sh counts under non-program or major)
- (GLBL) Global Literacy      *Recommendation from major:* GEOG 16110 or GEOG 16100 (3 sh counts under non-program or major)
- (HUML) Humanistic Literacy      *Recommendation from major:* PHIL 09368 or SPED 08130 or CHOICE (3 sh counts under non-program)
- (QNTL) Quantitative Literacy      *Recommendation from major:* STAT 02100 or STAT 02102 or STAT 02260 (3 sh count under non-program)
- (SCIL) Scientific Literacy      *Recommendation from major:* BIOL 01104 (4 sh) or BIOL 01113 (4 sh) or GEOL 01101 or GEOL 01111 or GEOL 01131 or GEOL 01150 or CHOICE (3-4 sh counts under non-program)

Subtotal of credits counted in this section: 9 sh

## Rowan Experience Requirements

*Students must satisfy all three Rowan Experience attributes. Credits attached to the courses in this section will apply elsewhere.*

- (LIT) Broad-Based Literature Attribute      *Recommendation from major:*
- (WI) Writing Intensive Attribute      *Recommendation from major:* CMS 04393 (3 sh counted under major)
- (RS) Rowan Seminar Attribute<sup>2</sup>      *Recommendation from major:*

## Non-Program Courses (15 sh)

*Courses in this section must not be major courses.*

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
ART 09251 or ART 09454 or ANTH 02225 or CHOICE	Figure Anatomy for the Artist or Surgical Illustration and Media, or Arts and Medicine, or CHOICE	Satisfies Artistic Literacy			3
GEOG 16110, or GEOG 16100	Cultural Geography or Earth, People and the Environment	Satisfies Global Literacy			3
PHIL 09368 or SPED 08130 or CHOICE	Philosophy of Science or Human Exceptionality or CHOICE	Satisfies Humanistic Literacy			3

<sup>1</sup> The Rowan Core requirements are waived for transfer students with an earned A.A. or A.S. degree from a NJ community/county college.

<sup>2</sup> The Rowan Seminar requirement is waived for all students transferring 24 or more approved credits into Rowan University at the time of initial entry.

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BIOL 01104 or BIOL 01113 or GEOL 01101 or GEOL 01111 or GEOL 01131 or GEOL 01150 or CHOICE	Introduction to Evolution and Scientific Inquiry (4 sh), or General Biology: Human Focus (4 sh) or Physical Geology or The Edelman Fossil Park Experience or Earth in Transition: The Science of Global Climate Change or Voyager: The Exploration of Space or CHOICE	Satisfies Scientific Literacy			3
STAT 02100 or STAT 02102 or STAT 02260	Elementary Statistics or Statistical Literacy or Statistics 1	Satisfies Quantitative Literacy			3
<b>Subtotal: 15 sh</b>					

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## Major Requirements (39 sh)

### SUMMARY OF MAJOR REQUIREMENTS

- 6 sh of Foundations Courses
  - 3 sh in Ethics of Science, Health and Environment
  - 6 sh in Upper Level Courses
  - 12 sh in Communication Bank
  - 12 sh in Subject Bank
- 
- 39 sh total

### FOUNDATIONS COURSE

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
HSC 08100	Introduction to Health and Science Communication	Prereq: COMP 01112 or equivalent			3
HSC 08200	Developing Health and Science Literacy	Prereq: COMP 01112 or equivalent			3
<b>Subtotal: 6 sh</b>					

### ETHICS OF SCIENCE, HEALTH AND ENVIRONMENT

Choose one (1) from the following courses.

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	CMS 04425	Ethical Issues in Human Communication	Prereq: 88 sh			3
<input type="radio"/>	JRN 02319	Media Ethics	Prereq: JRN 02205 or RTF 03295 or PR 06301			3
<input type="radio"/>	PR 06355	Public Relations/Advertising Law and Ethics	Prereq: PR 06350 and PR 06301 or ADV 04330 and ADV 04375			3
<input type="radio"/>	PHIL 09218	Environmental Ethics				3
<input type="radio"/>	PHIL 09341	Biomedical Ethics				3
<b>Subtotal: 3 sh</b>						

### UPPER LEVEL COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
CMS 04393	Rhetoric of Science, Technology and Medicine--WI	Prereq: COMP 01112; Satisfies WI requirement			3
HSC 08450	Senior Seminar in Health and Science Communication	Prereq: 90 sh and HSC 08100 and HSC 08200 and CMS 04350 or CMS 04390 or PR 06310 or JRN 02363 or WA 01201			3
<b>Subtotal: 6 sh</b>					

## Concentrations (24 sh)

Each student must select one Communication Bank and complete 4 of the offered courses in that area and one Subject Bank and complete 4 courses in that area. Minimum grade of C- in each course required. Courses may not be taken more than twice.

### COMMUNICATION CONCENTRATIONS

Choose **one** concentration (from Communication Studies, Journalism, Public Relations/Advertising, or Writing Arts) and complete 4 courses in it.

#### Communication Studies

Required

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
CMS 04250	Communication Theory	Prereq: COMP 01112 or equivalent			3
CMS 04350 or CMS 04390	Communication Studies Research Methods or Rhetorical Criticism	Prereq: (for CMS 04350) C- or better in CMS 04200 & CMS 04250 Prereq: (for CMS 04390) COMP 01112			4 or 3
<b>Subtotal: 6-7 sh</b>					

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## Communication Studies Electives

Choose two (2) from the following courses.

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	CMS 04318	Leadership Communication				3
<input type="radio"/>	CMS 04317	Social Media Strategies (previously Digital Communities)	Prereq: CMS 04205			3
<input type="radio"/>	CMS 04270	Persuasion and Social Influence				3
<input type="radio"/>	CMS 04210	Mass Media and Their Influences	Prereq: COMP 01112			3
<input type="radio"/>	CMS 04315	Digital Media Processes (previously Participatory Media)				3
<input type="radio"/>	CMS 04200	Introduction to Communication Studies				3
<input type="radio"/>	CMS 04355	Communication Studies Internship	Prereq: 3.0 gpa, 75 credit hours, permission of instructor			3
						Subtotal: 6 sh

## Journalism

Required

	Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
	JRN 02205	Journalism Principles and Practices	Prereq: COMP 01111 or equivalent			3
	JRN 02310	News Reporting I	Prereq: JRN 02205			3
	JRN 02363	Data Journalism	Prereq: JRN 02310 (Spring semester only)			3
						Subtotal: 9 sh

## Journalism Electives

Choose one (1) from the following courses.

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	JRN 02311	News Reporting II--WI	Prereq: JRN 02310; Satisfies WI requirement			3
<input type="radio"/>	JRN 02321	Digital Journalism I	Prereq: JRN 02205 or PR 06301 or RTF 03295			3
<input type="radio"/>	JRN 02325	Digital Journalism II	Prereq: JRN 02321			3
<input type="radio"/>	JRN 02317	Publication Layout and Design	Prereq: 45 sh			3
<input type="radio"/>	JRN 02356/58/59	Journalism Internship	Prereq: 2.5 gpa, 75 sh, JRN 02310 & JRN 02321, instructor approval			3
						Subtotal: 3 sh

## Public Relations/Advertising

Required

	Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
	PR 05350	Strategic Communication Overview				3
	PR 06310	Introduction to Public Relations/Advertising Research	Prereq: 60 sh			3
						Subtotal: 6 sh

## Public Relations/Advertising Electives

Choose two (2) from the following courses.

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	PR 06301	Basic PR Writing	Prereq: PR 06350			3
<input type="radio"/>	PR 06305	Advanced PR Writing	Prereq: PR 06301 with grade of B-or better			3
<input type="radio"/>	PR 99362	Public Opinion	Prereq: PR 06350			3
<input type="radio"/>	ADV 04360	Integrated Marketing Communication	Prereq: PR 06350 or ADV 04330			3

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<input type="radio"/>	ADV 04375	Advertising Copywriting	Prereq: ADV 04330		3
<input type="radio"/>	PR 06360	PR/ADV Internship	Prereq: PR 06301 and PR 06305 or ADV 04375 and ADV 04421		3
<b>Subtotal: 6 sh</b>					

## Writing Arts

*Required*

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
WA 01302	Introduction to Technical Writing				3
WA 01201	How Writers Read	Prereq: COMP 01112			3
<b>Subtotal: 6 sh</b>					

## Writing Arts Electives

*Choose two (2) from the following courses.*

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	WA 01301	Writing, Research, and Technology	Prereq: COMP 01112, WA 01200 and 60 sh			3
<input type="radio"/>	WA 01355	Editing for Publication	Prereq: COMP 01112			3
<input type="radio"/>	JRN 02317	Publication Layout and Design	Prereq: 45 sh			3
<input type="radio"/>	WA 01326	Writing for Non-Profits	Prereq: COMP 01112 and 60 sh			3
<input type="radio"/>	WA 01304	Writing Creative Non-Fiction	Prereq: COMP 01112 and WA 07290			3
<input type="radio"/>	WA 01311	Research Practicum/ Internship	Prereq: 75 sh, approval of instructor, 2.5 gps			3
<b>Subtotal: 6 sh</b>						

## SUBJECT CONCENTRATIONS

Choose **one** concentration (from Public Health, Interpersonal Health Advocacy, or Science and Environment) and complete 4 courses in it.

### Health Communication in the Public Sphere (12 sh total)

*Required*

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
PR 05317	Strategic PR in Health Care				3
CMS 04380	Health Communication	Prereq: COMP 01112 or equivalent			3
<b>Subtotal: 3 sh</b>					

*Choose one (1)*

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	JRN 02324	Health Reporting	Prereq: JRN 02310			3
<input type="radio"/>	WA 01330	Medical Writing and Rhetoric	Prereq: COMP 01112			3
<input type="radio"/>	CMS 04382	Communication in Health Campaigns and Interventions				3
<input type="radio"/>	HSC 08350	Special Topics in Health and Science Communication				3
<b>Subtotal: 3 sh</b>						

*Choose one (1)*

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	ANTH 02355	Global Health in Anthropological Perspective				3
<input type="radio"/>	HLT 00200	Intro to Public Health and Wellness				3
<input type="radio"/>	HLT 00302	Global Health	Prereq: HLT 00200 or HSC 08100			3
<input type="radio"/>	HLT 00245	US Health Care Systems	Prereq: HLT 00200 or HSC 08100			3
<input type="radio"/>	SOC 08281	Sexuality & Society				3
<input type="radio"/>	ECON 04351	Health Economics	Prereqs: ECON 04101 and ECON 04102			3
<b>Subtotal: 3 sh</b>						

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## Interpersonal Health Advocacy (12 sh total)

Required

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
CMS 04380	Health Communication	Prereq: COMP 01112 or equivalent			3
CMS 04220	Interpersonal Communication				3
<b>Subtotal: 6 sh</b>					

Choose one (1) from the following courses

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/> CMS 04385	Constructing Health				3
<input type="radio"/> WA 01330	Medical Writing and Rhetoric	Prereq: COMP 01112			3
<input type="radio"/> HSC 08350	Special Topics in Health and Science Communication				3
<b>Subtotal: 3 sh</b>					

Choose one (1) from the following courses.

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/> SOC 08436	Sociology of Medicine	Prereq: SOC 08120 or SOC 08121			3
<input type="radio"/> SOC 08362	Sociology of Disability	Prereq: SOC 08120 or SOC 08121			3
<input type="radio"/> INTR 01168	What's Wrong with Normal? (RS)				3
<input type="radio"/> ANTH 02215	Medical Anthropology				3
<input type="radio"/> SOC 08420	Sociology of Trauma and Mental Illness	Prereq: SOC 08120 or SOC 08121			3
<input type="radio"/> SOC 08403	Sociology of Death, Dying and Bereavement	Prereq: SOC 08120 or SOC 08121			3
<input type="radio"/> PSY 05310	Psychology of Human Sexuality	Prereq: PSY 01107			3
<input type="radio"/> PSY 01329	Health Psychology				3
<input type="radio"/> REL 10350	Spirituality and Healing				3

## Science and Environment (12 sh total)

Required

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
CMS 04313	Environmental Communication	Prereq: ENST 94102 or GEOG 16100 or Permission of instructor			3
<b>Subtotal: 3 sh</b>					

Choose at least one (1) from the following courses.

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/> ART 09253	Biomedical Art: Intro to 3d Modeling	Satisfies Artistic Literacy			3
<input type="radio"/> WA 01325	Scientific Writing and Rhetoric	Prereq: COMP 01112 or equivalent			3
<input type="radio"/> WA 01335	Environmental Writing and Rhetoric				3
<input type="radio"/> HSC 08350	Special Topics in Health and Science Communication				3
<b>Subtotal: 3-6 sh</b>					

Choose at least one (1) from the following courses.

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/> SOC 08340	Environment, Policy and Society	Prereq: SOC 08120			3
<input type="radio"/> POSC 07385	Environmental Policy				3
<input type="radio"/> REL 10331	Spirituality and Nature				3
<input type="radio"/> ECON 04210	Environmental Economics	Prereq: ECON 04102			3
<input type="radio"/> ENST 94102	Environmental Studies: Social Perspectives				3
<input type="radio"/> ENST 94302	Technology and the Environment	Prereq: ENST 94102			3
<input type="radio"/> GEOG 16131	Principles of Earth Science				3
<input type="radio"/> GEOG 16334	The Geography of Natural Disasters				3
<b>Subtotal: 3-6sh</b>					

