



Strategic Health Communication

ADV 4301.002

CRN 22008

TR 3:30-4:50 p.m.

Instructor: Jo Grant

The strategic health communication course will examine current trends in the ever-evolving world of healthcare communication. Advertising campaigns and public relations activities will be assessed to provide students with a clear understanding of the activities involved in healthcare marketing.

Some specific topics will include:

- Health information/education
- Social media
- Meaningful Use Criteria
- Crisis communication
- Communication strategies for various stakeholders, such as hospitals, academic settings, city/county health entities, and non-profit organizations