

Healthcare Communication

Graduate Certificate in Healthcare Communication

CERTIFICATE CODE - CG51

The Healthcare Communication Certificate is offered exclusively online with no on-campus classroom attendance required.

The Healthcare Communication certificate is intended to prepare students for careers focusing on implementing a comprehensive integrated marketing communications strategy within the healthcare industry. Students will be exposed to course work focused on legal and ethical issues as they apply to healthcare communications via content marketing and utilizing new technologies, including augmented and virtual reality.

The program is taught by a diverse faculty who are recognized leaders in their fields.

Program Format

The program's academic year consists of five accelerated terms corresponding to the University's existing parts of term: Early Fall (August–October), Late Fall (October–December), Early Spring (January–March), Late Spring (March–May) and Summer (May–July).

Certificate Requirements

Code	Title	Hours
Minimum cumulative GPA of 2.75 required.		
Minimum grade of C- required in all courses provided that a cumulative 2.75 GPA is maintained.		
IMC 524	Cause Marketing	3
IMC 527	Healthcare Marketing	3
IMC 539	Content Marketing	3
IMC 546	Augmented Reality & Virtual Reality in IMC	3
Total Hours		12

Suggested Plan of Study

First Year			
Fall	Hours	Spring	Hours
Early Fall Term		Early Spring Term	
IMC 546		3 IMC 527	3
Late Fall Term		Late Spring Term	
IMC 524		3 IMC 539	3
		6	6

Total credit hours: 12

Certificate Learning Outcomes

HEALTHCARE COMMUNICATION

1. Effectively develop healthcare communication campaign plans using an integrated marketing communications strategy.
2. Identify the latest ethical considerations and federal guidelines associated with digital and social media marketing activities within the health care space.
3. Plan content to utilize in web and social media assets: i.e. b/vlogging, video news letters, short video for social media site production, podcasts, etc. for public education, advocacy and/or corporate purposes.
4. Identify target audiences and understand behavior change theories as they relate to healthcare marketing campaign planning for these audiences.
5. Recognize how to brand, build credibility, and effectively manage public relations efforts.
6. Demonstrate the benefit of cause marketing strategies for corporations, nonprofits and consumers.
7. Recognize how AR/VR can be used in IMC campaigns to enhance user experience.
8. Develop strategy and learn tactics and techniques that relate to the use of AR/VR technologies within a healthcare marketing communications campaign.
9. Evaluate ROI for healthcare communications activities and public interest communication plans.