

Graduate Studies College of Arts and Sciences

www.jcu.edu/graduate



HEALTH COMMUNICATION TRACK Master of Arts in Communications Management

Program Overview

John Carroll University's Health Communication graduate track helps students prepare for, and advance in, careers in a variety of health settings. These include health care marketing and public relations, health research, health care administration, wellness promotions and coordination, health journalism, and health policy.

The Health Communication track is part of JCU's master's program in Communications Management. This interdisciplinary program includes courses from the Tim Russert Department of Communication and Theatre Arts as well as the Boler School of Business.

Program Outcomes

The Health Communication graduate track enables students to develop knowledge not only in health communication theory and research, but also legal and ethical issues. The program helps professionals in a range of fields enhance their interpersonal skills as well as strengthen their expertise in mediated communication—including strategy, messaging, and vehicles. In addition, the program's business courses focus on strengthening students' understanding of organizational behavior and their proficiency in management and marketing.

Program Requirements

The Master of Arts is a 33-credit hour program, including a thesis or a project and one additional elective.

Admission Requirements

- Fifteen hours of communications courses including a course in public relations. Work experience is considered in fulfilling this requirement.
- A 3.0 grade point average (GPA) is expected for full admission. Applicants with slightly lower GPAs may be given conditional acceptance if they have shown grade improvement over the course of their undergraduate program.
- Original, sealed transcript
- A free, online application.
- Acceptable completion of the Graduate Record Examination (GRE) is required. No absolute minimum is set. Conditional acceptance may be granted in marginal cases.
- Two letters of recommendation, which may be from former professors, work supervisors, or other qualified individuals who are familiar with the applicant's ability and character.
- Written statement of personal goals and plans regarding the program.

For those students interested in taking classes without completing the master's degree, requirements are:

- A free, online application.
- Minimum GPA of 2.5 in bachelor's degree earned.
- Original, sealed transcript.

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Program Requirements

The Master of Arts is a 33-credit hour program comprised of:

Health Communication Courses

- CO 540 The Ethics and Law of Health Communication
- CO 555 Studies in Health Communication
- CO 560 Health Campaigns
- CO 565 Communication in Health Settings

Communication Courses

- CO 510 Research Methods
- CO 550 Communication Theory

Business Administration Courses

- MK 521 Marketing
- MN 531 Organizational Behavior
- MN 550 Management Skills
- MN 588 Strategic Human Resource Management

Thesis/Project (Select either)

- CO 598 Project
- CO 599 Thesis (6 credit hours)

Financial Assistance

- A limited number of graduate assistantships are available. Graduate assistants are given a tuition waiver for 15-18 credit hours per year plus a stipend. Students are expected to spend at least 20 hours per week working for the department.
- The University's Office of Admissions and Financial Aid offers assistance on student loans.

Faculty

COMMUNICATIONS

Mary Beadle, Ph.D.
Media Ethics

Douglas Bruce, Ph.D.
Research Methods,
Communications Theory

Jennifer Allen Catellier, Ph.D.
Health Communication

Mary Michelle Coleman, J.D.
Health Communication

Alan Stephenson, Ph.D.
Media Management

BUSINESS

Nathan Hartman, Ph.D.
Organizational Behavior, Human
Resource Management

Edward Tomlinson, Ph.D.
Organizational Behavior, Human
Resources

Scott Allen, Ph.D.
Leadership/Management
Development

Program Coordinator

Alan R. Stephenson, Ph.D.
216.397.4679
astephenson@jcu.edu

