Rebecca Cooney has submitted a request for a major curricular change. His/her email address is: rebecca.cooney@wsu.edu.

**Request (from selection dropdown):** Add Graduate Certificate

**Department:** Communication

**New Graduate Certificate:** Online Graduate Certificate in Health Communication and Promotion

**Requested Effective Date:** Fall 2018

**Campus:** Global,

**Dean:** Pinkleton, Bruce - Interim Dean - COMM

**Chair:** Hust, Stacey
I approve of this proposal.

Thanks,

Bruce

Bruce Pinkleton, Ph.D.
Interim Dean
Edward R. Murrow College of Communication
Washington State University
Pullman, WA  99164-2520
office: 509-335-2795

From: curriculum.submit@wsu.edu <curriculum.submit@wsu.edu>
Sent: Sunday, October 1, 2017 12:42:11 PM
To: Hust, Stacey; Pinkleton, Bruce
Subject: 389032 Communication Requirements New : Add Graduate Certificate

Hust, Stacey,
Pinkleton, Bruce - Interim Dean - COMM,
Rebecca Cooney has submitted a request for a major curricular change.
Request (from selection dropdown): Add Graduate Certificate
Department: Communication
New Graduate Certificate: Online Graduate Certificate in Health Communication and Promotion
Requested Effective Date: Fall 2018
Campus: Global,

Both Chair and Dean approval is required to complete the submission process. Please indicate that you have reviewed the proposal by highlighting one of the statements below and reply all to this email. (curriculum.submit@wsu.edu.) [Details of major change requested can be found in the attached supplemental documentation]

1. I approve this proposal in its current form.
2. I approve this proposal with revisions. Revisions are attached.
3. I do not approve this proposal. Please return to submitter.

If you do not respond within one week, you will be sent a reminder email. If no response is received within three weeks of the submission date, the proposal will be returned to the submitter.

Thank you for your assistance as we embark on this new process. If you have any questions or concerns, please let us know wsu.curriculum@wsu.edu.
Suzanne Lambeth, Assistant Registrar  
Graduations, Curriculum, & Scheduling  
Washington State University  
Registrar's Office  
PO Box 641035  
Pullman WA 99164-1035  
509-335-7905  
slambeth@wsu.edu

Note: Please use the attachments to this email rather than the link below to view the supporting documentation.
I approve of this proposal.

--
Stacey J.T. Hust, Ph.D
Associate Professor, The Edward R. Murrow College of Communication
Chair, Strategic Communication, The Edward R. Murrow College of Communication
Associate Director, Murrow Center for Media and Health Promotion Research
Graduate Faculty, Prevention Science

PO Box 642520
Washington State University
Pullman, WA 99164-2520
Phone: 509-335-3696 Fax: 509-335-1555 E-mail: sjhust@wsu.edu

"The journey of a thousand miles begins with a single step." -- Chinese proverb

From: Pinkleton, Bruce
Sent: Sunday, October 01, 2017 7:03 PM
To: curriculum.submit <curriculum.submit@wsu.edu>; Hust, Stacey <sjhust@wsu.edu>; Stout, Sara Marie <sstout@wsu.edu>
Subject: Re: 389032 Communication Requirements New : Add Graduate Certificate

I approve of this proposal.

Thanks,

Bruce

Bruce Pinkleton, Ph.D.
Interim Dean
Edward R. Murrow College of Communication
Washington State University
Pullman, WA 99164-2520
office: 509-335-2795

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To: Hust, Stacey; Pinkleton, Bruce
Subject: 389032 Communication Requirements New : Add Graduate Certificate

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Pinkleton, Bruce - Interim Dean - COMM,
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**Request (from selection dropdown):** Add Graduate Certificate

**Department:** Communication

**New Graduate Certificate:** Online Graduate Certificate in Health Communication and Promotion

**Requested Effective Date:** Fall 2018

**Campus:** Global,

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---

Suzanne Lambeth, Assistant Registrar
Graduations, Curriculum, & Scheduling
Washington State University
Registrar’s Office
PO Box 641035
Pullman WA 99164-1035
509-335-7905
slambeth@wsu.edu

**Note:** Please use the attachments to this email rather than the link below to view the supporting documentation.
Graduate Certificate in Health Communication and Promotion

Certificate Title: Graduate Certificate in Health Communication and Promotion (online)
Affiliated Degree: Master of Arts (MA) in Health Communication and Promotion (online)
Department(s) or Program(s): Strategic Communication
College(s): The Edward R. Murrow College of Communication
Contact Name: Stacey J. Hust, PhD, Chair, Strategic Communication and Associate Professor
Jessica Willoughby, PhD, Assistant Professor (project lead for new degree program)
Rebecca Cooney, MSC, Director of Online MA Strategic Communication Program and Clinical Assistant Professor
Email: sjhust@wsu.edu
Phone (509) 335-3696

WSU Guidelines
Reference: WSU Grad School Guidelines for Graduate Certificates (verbatim from Ch 3A8)

- Certificates consist of 9 to 12 credits of graded coursework
- Once admitted as a part-time graduate certificate student, the student can take graduate certificate courses and/or graduate courses but must maintain a 3.0 GPA.
- Students currently enrolled in regular graduate degree programs (master's or doctoral) may concurrently enroll in graduate certificate programs with the approval of their committee
- Graduate certificate programs must use approved graduate coursework
- Student may be admitted to the Graduate School as a Graduate Certificate Student and have completed all appropriate prerequisite classes to take graduate coursework.
- Courses graded S/F cannot be used toward major or supporting work for any degree program.
- The maximum time allowed for completion of a certificate is 6 years from the beginning date of the earliest course applied toward the certificate. Students may request an extension of this time as described in Chapter 6, Section F.
- Requirements regarding WSU tenured/tenure-track status and critical mass for faculty supporting the program are the same as those required for degree programs.
- A certificate fee is assessed at the time of completion of the certificate. The student must be enrolled during the semester in which she/he applies for a graduate certificate.

Delivery Model
All courses for the certificate will be delivered online, asynchronously through WSU’s Learning Management System.

Description
The WSU Edward R. Murrow College of Communication online “Graduate Certificate in Health Communication and Promotion” is designed for individuals who want to advance their professional credentials in health communication advertising, public relations, and digital communications outreach. The coursework comprises 12 hours that address best practices in market research techniques, multimedia content creation, crisis communication, professional ethics, and research methods. The required coursework is tailor-made for current and aspiring health communication specialists, public relations practitioners, public information officers or other professionals seeking to enhance or hone core competencies in health communication practices. Courses are rooted in the foundation of research and theory in partnership with courses that teach students best practices and industry standards in contemporary health communication strategies and tactics.

Students who complete the graduate certificate program with a minimum GPA of 3.0 can apply the 12 credits earned toward the MA Health Communication and Promotion program (six additional courses (18 cr) OR students would be eligible to earn an MA in Strategic Communication by taking an additional eight courses (24 cr).

**Summary of Requirements:**

Reference: [WSU Graduate Certificate Program](#) (verbatim)

- Applicants must have a bachelor’s degree from an accredited post-secondary institution
- Students are admitted, upon recommendation from the academic unit, to the Graduate School as a “part-time certificate student.”
- Students must maintain a 3.0 GPA throughout the duration of the program to qualify for completion of the graduate certificate program
- Program is 12 credits (4 courses)
- Students select 2, 3, or 4-semester tracks
- Courses are 100% online
- Applications deadlines are Aug 1, Dec 1 and April 15 for fall, spring and summer enrollment
- Students enroll in eligible courses on a space-available basis
- Students pay existing graduate tuition and fees
- Students on academic probation and students suspended from the university for any reason are not eligible to enroll in certificate courses

**NOTE:** Because the certificate programs are designed for part-time study without formal admission to a degree program, international students in the US on student visas are not eligible to enroll solely in certificate courses.

**Application Requirements:**

*New Students:*

For admission consideration, prospects must have bachelor’s degree and the following:

- Complete the online Graduate School general [application](#) prior to enrollment in the first course, indicating an interest in a certificate program
- $75 application fee (nonrefundable)
- Current professional reference (custom requirement)
- Statement of Purpose articulating student’s perspectives, contributions, qualifications, and talents (custom requirement)
- U.S. social security number (optional)
- Residency information
Current WSU Graduate Students:

- Must be an active graduate student pursuing an advanced degree at Washington State University.
- Must submit an Application for Graduation for Graduate Certificate with the appropriate departmental signatures by the Application for Degree deadlines.
- Must submit the US$25 processing fee with the application.

For those who want formal admission to the WSU Graduate School: A part-time graduate certificate student may elect to apply for formal admission to the Graduate School and pursue an advanced degree. Certificate students who decide to pursue a graduate degree from Washington State University should contact the Graduate School at 509-335-1446 or gradsch@wsu.edu. No WSU transcript or application fee is required.

Rationale

Health communication and promotion is a major emphasis in the Murrow College of Communication, with the Murrow Center for Media and Health Promotion Research housed within the College. More than a dozen faculty members in the Murrow college study, publish and teach in areas related to health communication and promotion. In Oct 2017 Murrow college proposes the creation of a new online professional masters degree: Online MA Health Communication and Promotion. The proposed degree meets WSU’s grand challenge related to sustaining health, and supports WSU’s commitment to offering health education to Eastern Washington residents and students worldwide. In partnership with the development of this master’s degree program, Murrow College seeks to establish an online graduate certificate in Health Communication and Promotion as an added credential for those in other communication disciplines, or as a supplement for those who seek additional credential in health communication, but are not ready to commit to a professional master’s degree.

Health communication specialists work to ensure select audiences and the general public understands information about medical treatment options, healthy lifestyle choices, disease prevention and public health risks. Health communication specialists analyze information, design communication strategies, programs, and initiatives, and evaluate health promotion efforts. They create awareness campaigns, social media engagement strategies and create marketing materials in earned, owned and paid channels. A strong health communication professional is effective, confident, organized, and informed (Careers in Public Health, n.d.).

Design of the new online professional masters degree was informed by industry growth potential and expressed interest by relevant WSU units (i.e. College of Nursing, College of Medicine, College of Pharmacy) and health organizations within the state (i.e. Washington State Department of Health).

Once approved and created, six of the 10 graduate courses offered online in the MA Health Communication and Promotion program could be applied to the graduate certificate program without modification. All courses will be designed and built in the learning management system, and have experienced primary and secondary instructors assigned to them. Course capacities vary each semester and those enrolled as graduate certificate students would be expected to complete and follow an established program plan built with the graduate coordinator.

Coursework

PROFESSIONAL CORE COURSES [6 credits: Students select TWO]
<table>
<thead>
<tr>
<th>Course Offered</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 561: Professional Multimedia Content Creation</td>
<td>Fall, Spring, Summer Complete, built in Blackboard</td>
</tr>
<tr>
<td>COM 562: Crisis Communication in Global Contexts</td>
<td>Fall, Spring, Summer Complete, built in Blackboard</td>
</tr>
<tr>
<td>COM 563: Ethics for Professionals</td>
<td>Fall, Spring, Summer Complete, built in Blackboard</td>
</tr>
<tr>
<td>COM 564: Research Methods for Professionals</td>
<td>Fall, Spring, Summer Complete, built in Blackboard</td>
</tr>
<tr>
<td>HEALTH COMMUNICATION CORE COURSES [6 credits]</td>
<td></td>
</tr>
<tr>
<td>COMHLTH 571: Communicating Health in Practice</td>
<td>Fall, Spring, Summer Draft syllabus complete. Course slated to be designed in Blackboard in spring 2018.</td>
</tr>
<tr>
<td>COMHLTH 573: Communicating Health in a Digital Landscape (cross-listed with COMSTRAT 563: Professional Digital Content Promotion)</td>
<td>COMSTRAT 563 currently offered Fall, Spring and Summer COMSTRAT 563 is complete, built in Blackboard. Some modification will be needed for COMHLTH 573 to include references and assignments related to health communication.</td>
</tr>
</tbody>
</table>
Program Requirements

Online Graduate Certificate in MA in Health Communication and Promotion: (Non-Thesis):

- Professional Core: [students will select two COM courses – 6cr] must complete all of the following (12 credits total):
  - COM 561
  - COM 562
  - COM 563
  - COM 564

- Health Communication and Health Promotion Core Courses: (15 credits total):
  - COMHLTH 570
  - COMHLTH 571
  - COMHLTH 572
  - COMHLTH 573
  - COMHLTH 574

- Capstone Course: 3 credits minimum:
  - COMSTRAT 701

- Total Graded Credits: 27-12 credits minimum
- Total Credits: 30-12 credits minimum

Students who complete the graduate certificate program with a minimum GPA of 3.0 can apply the 12 credits earned toward the MA Health Communication and Promotion program (six additional courses (18 cr) OR students would be eligible to earn an MA in Strategic Communication by taking an additional eight courses (24 cr).

Applicable Graduate School Requirements:

- Graded Credits: 27 credits
  - Students may use a maximum of 9 credits of undergraduate coursework (300-400)
- Research Credits: 3 credits
  - COMSTRAT 701
- Total Credits: 30 minimum
Yes, for COMHLTH 573 we would like to list it as COMHLTH 573 OR COMSTRAT 563. We want to leave COMHLTH 571 as is.

Thank you for seeking clarification and identifying the need for this revision.

Best,

Stacey

--
Stacey J.T. Hust, Ph.D
Associate Professor, The Edward R. Murrow College of Communication
Chair, Strategic Communication, The Edward R. Murrow College of Communication
Associate Director, Murrow Center for Media and Health Promotion Research
Graduate Faculty, Prevention Science

PO Box 642520
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Pullman, WA 99164-2520
Phone: 509-335-3696   Fax: 509-335-1555   E-mail: sjhust@wsu.edu

"The journey of a thousand miles begins with a single step." -- Chinese proverb

Stacey,

Since you told me you may not be teaching COMHLTH courses right off the bat, did you want to add an “or” with COMSTRAT courses like you did for the degree program?

Suzanne

Rebecca Cooney has submitted a request for a major curricular change. His/her email address
is: rebecca.cooney@wsu.edu.

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