

COURSE DETAIL

HEALTH COMMUNICATION AND HEALTH PROMOTION

Country

Taiwan

Host Institution

National Taiwan University

Program(s)

National Taiwan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Health Sciences

UCEAP Course Number

106

UCEAP Course Suffix**UCEAP Official Title**

HEALTH COMMUNICATION AND HEALTH PROMOTION

UCEAP Transcript Title

HEALTH COMM&PROMO

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course provides a basic understanding of how health communication can be used in the field of health promotion, including strategic planning for integrated mass media campaigns and the development of health communication messages that are consistent with principles of behavioral sciences. This course reviews the role of health communication as a means of promoting public health and also stimulates thinking about how the power of health communication can be harnessed to advance a public health agenda. Topics include the history of health communication and its underpinning theories; key elements of developing evidence-based health communication strategies; and major steps involved in the health communication process. Text: National Cancer Institute, MAKING HEALTH COMMUNICATION PROGRAMS WORK. Assessment: attendance and participation (10%), class discussions (20%), concept papers (35%), oral presentations (35%).

Language(s) of Instruction

English

Host Institution Course Number

HPM7038

Host Institution Course Title

HEALTH COMMUNICATION AND HEALTH PROMOTION

Host Institution Campus

NTU

Host Institution Faculty

Host Institution Degree

Host Institution Department

Health Policy and Management

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