

Board Meeting
July 22, 2010

ESTABLISH THE MASTER OF SCIENCE DEGREE IN HEALTH
COMMUNICATION, COLLEGE OF LIBERAL ARTS AND SCIENCES AND THE
GRADUATE COLLEGE, URBANA

Action: Establish the Master of Science Degree in Health Communication, College of Liberal Arts and Sciences and the Graduate College

Funding: No New Funding Required

The Chancellor at Urbana with the advice of the Urbana-Champaign Senate recommends approval of a proposal from the College of Liberal Arts and Sciences and the Graduate College to establish the Master of Science Degree in Health Communication.

As the home of a nationally recognized health communication program and faculty, the University of Illinois at Urbana-Champaign is positioned uniquely to offer this degree program. The Master of Science Degree with a major in Health Communication will provide a separate degree program for students interested in the association between communication processes and health outcomes. The curriculum will be based on the latest theory and research on health communication. The program will attract individuals from the disciplines of communication, medicine, nursing, pharmacy, psychology, public health, and veterinary medicine. The degree will require 32 hours of coursework.

Health Communication is an attractive option for health professionals seeking advanced credentials, or people wanting to enter a health-related profession, such as human relations and communication skills training in health care organizations, patient education, pharmaceutical sales, or public health. There are health communication branches at the Centers for Disease Control and Prevention and the National Institutes of Health that would employ individuals with this degree. The degree will also serve as background for students who are considering applying to doctoral programs in communication or related areas.

The Board action recommended in this item complies in all material respects with applicable State and federal laws, University of Illinois *Statutes*, *The General Rules Concerning University Organization and Procedure*, and Board of Trustees policies and directives.

The Vice President for Academic Affairs concurs with this recommendation. The University Senates Conference has indicated that no further Senate jurisdiction is involved.

The President of the University recommends approval. This action is subject to further review and approval by the Illinois Board of Higher Education.