A. Course Description

Credits: 4

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: Goal LS - Upper Division Liberal Studies, Goal 01 - Communication, Goal 07 - Human Diversity

This course is designed to provide an understanding of the health care industry and the theory and practice of face to face and mediated forms of communication by health care administrators, managers, providers, and patients. Students will analyze both common and best practices in health care campaigns, training, public relations, patient satisfaction, patient advocacy, administration, media covering health issues, and public education. Significant focus is given to issues of race and racism, and how social constructions of race and racism affect perspectives and create disparities in health care access, communication, and outcomes experienced by different populations.

B. Course Effective Dates: 08/22/2015 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Understand the social construction of race and racism;
2. Analyze how the social construction of race and racism impacts health care access, provider-patient communication, and outcomes;
3. Demonstrate the ability to critically review health care information from the perspective of diverse audiences;
4. Demonstrate the ability to prepare a health communication campaign (problem, strategy, implementation) through a health communication campaign project;
5. Understand the differential impacts of health communication campaigns, policies, and administrative practices on diverse groups of health care recipients;
6. Analyze the legacies and the impacts of racism in the United States on health care campaigns and policies;
7. Analyze how different racial and ethnic populations are impacted by health care policies, procedures, and practices;
8. Explain collective and institutional responses and responsibilities to address racism.

E. Learning Outcomes (MN Transfer Curriculum)

Goal LS - Upper Division Liberal Studies

None

Goal 01 - Communication

1. Employ syntax and usage appropriate to academic disciplines and the professional world.
2. Select appropriate communication choices for specific audiences.
3. Construct logical and coherent arguments.
4. Understand/demonstrate the writing and speaking processes through invention, organization, drafting, revision, editing and presentation.
5. Participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.

Goal 07 - Human Diversity

1. Demonstrate an awareness of the individual and institutional dynamics of unequal power relations between groups in contemporary society.
2. Analyze their own attitudes, behaviors, concepts and beliefs regarding diversity, racism, and bigotry.
3. Demonstrate communication skills necessary for living and working effectively in a society with great population
diversity.

G. Special Information

Racial Issues Graduation Requirement