

COMMUNICATION 49100—SPRING 2011

The Department of Communication announces two important Special Topics courses

Communication 49100-001: *Health Communication*

This course introduces students to a wide range of theory and research in health communication, including interaction between patients and providers, communication in health care organizations, health care campaigns, and cultural meanings of health and illness. Because we are all enmeshed in a society inundated with health-related messages, this course should also provide students with the tools to become critical consumers of those messages.

3 Credit Hours, Tues/Thurs, 12:30- 1:45 p.m.

Instructor: Dr. Daniel Wilbur

dwilbur@pnc.edu, TECH 272, Ext. 5472

Communication 49100-002: *Social Media: Ideas and Practices*

Social media (Facebook, Twitter, MySpace and others) provides significant new tools for businesses and non-profits. The public is able to see instant updates on innovations, projects and products and are able to offer feedback. Fast updates are critical if you want to motivate people quickly and consistently. This course will examine these trends and look at how business and non-profits use the social media to help to achieve their goals. The course will include a service learning component to provide students with first-hand experience assisting local nonprofit agencies in building their social networks. Students will have assignments to complete during the course of the week that will be discussed in class.

3 Credit Hours. Hybrid Course. Students do part of their work Online, TBA; and part on campus in class, Wednesdays, 10:00-10:50 a.m.

Instructor: Dr. Jeff Shires

jshires@pnc.edu, TECH 273, Ext. 5669

For more information, contact the instructor.