

Course description Master of Science in Public Health	
Module responsible: Chris Horbel	Last updated: August 2014
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Module number: 3967702	
Module title: Health Communication	
ECTS-points	7.5
Responsible institute	Department of Environmental and Business Economics
Prerequisites connected to the module	None
General objectives	<p>The objective of this course is that the student acquires the following cognitive and practical competencies:</p> <ul style="list-style-type: none"> • knowledge about consumption behaviour and how this behaviour can be influenced towards more healthy consumption patterns by use of mass and personalized communication • ability to independently select and apply theories that are relevant to describe, characterize and analyze a specific health communication problem related to behaviour and consumption
Specific competency objectives	<p>After having participated in the module the student should be able to apply relevant theories to solve a health communication problem as well as evaluate the solution.</p> <p>Specifically the student should be able to carry out the application in the following way:</p> <ul style="list-style-type: none"> • describe relevant theories briefly (e.g. social marketing theory, motivation theories, learning theories, attitude formation and change theories, consumption decision making, diffusion of innovation and personality theories) • select relevant theories to apply • explain why these are relevant • discuss and suggest possible solutions to the problems using relevant theories • evaluate the appropriateness of health communication interventions using relevant theories about consumer decision making and communication

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Time of teaching	2 nd semester, 2 nd quarter (Spring semester)	
Competency profile of the education	This module contributes to the elements 2, 3, 6, 7, 10 and 11 of the competency profile of the education (see MSc in Public Health curriculum section 1.4)	
Type of teaching	In this module the students will acquire new knowledge on relevant theories to solve a health communication problem as well as to evaluate the solution in lectures. Students will train their ability to apply this knowledge to specific health communication problems in groups work.	
Prerequisites connected to the examination	None	
Type of examination	4 hour written examination All study material allowed during the examination Internal censorship Grading by the 7-point grading scale	
Evaluation at the grade 12 / evaluation Pass	Grade 12 is given if the student has shown excellent performance, having comprehensively fulfilled the module's objectives with no or only a few minor weaknesses.	
Approved by	The Academic Study Board of Public Health	Approved on 14 August 2014