

## Curriculum for Bachelor of Arts in Health Communication Regular Track

| Course Number            | Course Title                                  | Credits   |
|--------------------------|---|-----------|
| <b>Fall 1</b>            |   |           |
| HPCH 205                 | Introduction to Public Health                 | 3         |
| HPCH 210                 | Health Communication Theory                   | 3         |
| HPCH 211                 | Research Methods                              | 3         |
| EPHD 203                 | Epidemiology & Biostatistics                  | 3         |
| ENGL 203                 | English Communication Skills                  | 3         |
| <i>Term Credit Total</i> |   | <b>15</b> |
| <b>Spring 1</b>          |   |           |
| HPCH 201                 | Health Awareness                              | 3         |
| HPCH 203                 | Interpersonal Communication                   | 3         |
| MCOM 202                 | Communication Theory                          | 3         |
| MCOM 228                 | Introduction to Digital media                 | 3         |
| EPHD 213                 | Survey Methods                                | 2         |
| ENGL 204                 | Advanced English Communication                | 3         |
| <i>Term Credit Total</i> |   | <b>17</b> |
| <b>Fall 2</b>            |   |           |
| HPCH 212                 | Evaluation of Health Communication Activities | 3         |
| HPCH 237                 | Theories & Practice of Health Promotion       | 3         |
| MCOM 215                 | Media Law and Ethics                          | 3         |
| ARAB 223                 | Arabic for the Media                          | 3         |
|                          | Social Science Elective I                     | 3         |
| <i>Term Credit Total</i> |   | <b>15</b> |
| <b>Spring 2</b>          |   |           |
| HPCH 204                 | Social Marketing                              | 3         |
| HPCH 207                 | Risk Communication in Public Health Practice  | 2         |
|                          | Humanities Elective I                         | 3         |
|                          | Natural Science Elective I                    | 3         |
|                          | Humanities Elective II                        | 3         |
|                          | Humanities Elective III                       | 3         |
| <i>Term Credit Total</i> |   | <b>17</b> |
| <b>Summer</b>            |   |           |
| HPCH 250                 | Practicum                                     | 2         |
| <i>Term Credit Total</i> |   | <b>2</b>  |
| <b>Fall 3</b>            |   |           |
| HPCH 200                 | Global Public Health                          | 3         |
| HPCH 208                 | Advocacy & Activism for Social Change         | 3         |
| MCOM 246                 | Digital & Multimedia News                     | 3         |
| MCOM 247                 | Trauma Journalism                             | 3         |
|                          | Free Elective                                 | 2         |

American University of Beirut  
Faculty of Health Sciences  
Undergraduate Program

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| <i>Term Credit Total</i> |                             | <b>14</b> |
| <b>Spring 3</b>          |                             |           |
| HPCH 209                 | eHealth for Public Health   | 2         |
| HPCH 215                 | Project Management Skills   | 2         |
| HPCH 251                 | Capstone Seminar II         | 2         |
|                          | Social Science Elective II  | 3         |
|                          | Natural Science Elective II | 3         |
|                          | Humanities Elective IV      | 3         |
| <i>Term Credit Total</i> |                             | <b>15</b> |
| <b>Total Credits</b>     |                             | <b>95</b> |